

EVALUATION OF INDIANA'S CLICK IT OR TICKET 2002 CAMPAIGN

April-June 2002

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Prepared for:

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Submitted: February 12, 2003

Revision Submitted: March 28, 2003

Final Approved: July 30, 2003

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
Observational Survey Measures	1
Telephone Survey Measures	1
BMV Survey Measures	2
INTRODUCTION.....	3
Click It or Ticket Model	4
Activity Descriptions	4
<u>Earned and Paid Media Activity</u>	<u>4</u>
<u>Spring 2002 CIOT Media Placements & Expenditures</u>	<u>5</u>
<u>Enforcement Activity.....</u>	<u>5</u>
<u>Citation Activity.....</u>	<u>5</u>
EVALUATION METHOD	6
Observational Surveys of Belt Use	6
<u>Mini-Survey Data.....</u>	<u>7</u>
Pre-Campaign and Post-Campaign Telephone Survey	8
Bureau of Motor Vehicle Surveys	8
<u>Table 1: BMV Survey Locations & Number of Respondents</u>	<u>9</u>
RESULTS	10
Observational Data	10
<u>Mini-Survey Results</u>	<u>10</u>
<u>Figure 1: Mini-Survey Results by Vehicle Type</u>	<u>11</u>
<u>Figure 2: Mini-Survey Results by Race</u>	<u>11</u>
Statewide Survey Results	12
<u>Figure 3: Statewide Survey Results.....</u>	<u>12</u>
Telephone Survey Results	13
<u>Table 2: Number of Telephone Survey Responses</u>	<u>13</u>
<u>Figure 4: Past 30 Days, Saw/Hear Messages Encouraging Seatbelt Use.....</u>	<u>14</u>
<u>Figure 5: Past 30 Days, Saw/Hear of Special Police Efforts towards Belts</u>	<u>15</u>
<u>Figure 6: Past 30 Days, Saw/Hear of Special Ticketing Effort on Television.....</u>	<u>15</u>
<u>Figure 7: Past 30 Days, Heard of Special Ticketing Effort on Radio.....</u>	<u>16</u>

<u>Figure 8</u> : “Strongly Agree” Police in Community are Writing More Tickets Now	16
<u>Figure 9</u> : Reports That Over Past Six Months, Ticket for Non-Use was “Very Likely”	17
<u>Figure 10</u> : Recognized Principal Program Slogan (Click It or Ticket)	17
BMV Survey Results	18
<u>Figure 11</u> : Saw/Heard a Seatbelt Message	19
<u>Figure 12</u> : Saw/Heard a Seatbelt Enforcement Message	20
<u>Figure 13</u> : Saw about Seatbelts on Television	20
<u>Figure 14</u> : Heard about Seatbelts on Radio.....	21
<u>Figure 15</u> : Saw about Seatbelts in Newspaper	21
<u>Figure 16</u> : Reports State Police are “Very Strict” in Enforcing the Seatbelt Law	22
<u>Figure 17</u> : Reports County Sheriffs are “Very Strict” in Enforcing the Seatbelt Law	22
<u>Figure 18</u> : Reports Local Police are “Very Strict” in Enforcing the Seatbelt Law	23
<u>Figure 19</u> : Experienced Enforcement Focused on Seatbelts in Past Month.....	23
<u>Figure 20</u> : Has Received a Ticket for Not Using a Seatbelt.....	24
<u>Figure 21</u> : Knows of Click It or Ticket Program	24
DISCUSSION	25
Appendices	28
<u>Appendix A</u> -Click It or Ticket Program and Evaluation Time Line Spring 2002	28
<u>Appendix B</u> -Observational Survey Data Collection Form	29
<u>Appendix C-1</u> -BMV Survey Instrument-English Version	30
<u>Appendix C-2</u> -BMV Survey Instrument-Spanish Version.....	31
<u>Appendix C-3</u> -Spring CIOT 2002 Bureau of Motor Vehicles Summary of Survey Responses.....	32
<u>Appendix D</u> -Spring CIOT 2002 Summary of Telephone Survey Responses.....	34

Indiana 2002 Click It or Ticket Campaign

EXECUTIVE SUMMARY

Indiana was one of several states in the nation that participated in the National Highway Traffic Safety Administration's (NHTSA) "Click It or Ticket" (CIOT) campaign conducted in 2002. The Indiana implementation plan was based upon a model successfully used in other states to increase the usage of seatbelts by occupants of motor vehicles. The Indiana campaign was conducted through the spring and early summer of 2002.

Evaluation for CIOT was conducted by Purdue University—Center for the Advancement of Transportation Safety. Funding for the evaluation was provided by the Indiana Criminal Justice Institute—Governor's Council on Impaired and Dangerous Driving through NHTSA.

Observational Survey Measures

From the baseline survey to the post-campaign survey, occupant restraint use increased by 4.3 percent across all vehicle types. When compared for race, African-Americans rose from 68.6 percent baseline to 79.3 percent post-campaign; whereas white occupants were observed to have a restraint use rate of 68.4 percent baseline and 71.5 percent post-campaign.

Telephone Survey Measures

From baseline to post-campaign, the number of telephone survey participants who stated they strongly agreed that law enforcement within their community were issuing more tickets now than in months past increased from only 26.4 percent baseline to 52.7 percent post-campaign. Respondent awareness of CIOT campaign efforts were substantial as measured by their having seen or heard within the past 30 days any special efforts by law enforcement officers to ticket drivers for seatbelt violations. An increase in awareness of 77.9 percent was reported, which represented an increase of 41.6 percentage points over baseline. When asked about enforcement zones, increased awareness was even greater with a 47.9 percentage point jump. During baseline, this measure was only 20.9 percent.

BMV Survey Measures

From baseline (49.7 percent) to post-enforcement survey measurements (78.6 percent), CIOT campaign awareness increased among BMV respondent surveys by 28.9 percent, having experienced a slight decay effect from the week of enforcement activity measurement of 80.8 percent. As was the case with the telephone survey, by the conclusion of the Click It or Ticket campaign effort, a majority of survey participants (85.3 percent of BMV respondents) had seen or heard a seatbelt message within the past 30 days. Although respondent perception that state and local law enforcement agencies are “very strict” in enforcing the seatbelt law increased, the increases were rather small at only 1-2 percentage points. During the post-campaign survey, the number of respondents who stated they had personally driven through a seatbelt enforcement zone had increased by 19.9 percent, whereas the number of survey participants who reported having ever received a seatbelt citation decreased slightly from baseline to post-campaign.

INTRODUCTION

CIOT promoted the use of seatbelts through active and aggressive media campaigns (both earned and paid) followed by the continued use of the media plus the addition of an intensive and visible law enforcement campaign.

Three independent evaluation components were used to evaluate the overall success of the efforts and to identify the success of several sub-elements. The three evaluation tools utilized were statewide telephone surveys, randomly selected Indiana Bureau of Motor Vehicle (BMV) office surveys and statewide observational surveys. Two statewide telephone surveys were conducted, the first as a baseline prior to the start of CIOT, and a second survey conducted after the final combined enforcement and media campaign. A series of five BMV surveys were conducted. In addition to conducting the surveys in parallel with the above telephone surveys, three surveys were administered as the different elements of the CIOT campaign were initiated. Likewise, five observational surveys also were conducted in parallel with the BMV surveys (although the final BMV survey was actually conducted approximately one month after the peak enforcement period as a tool to measure any decay effects). Both the first and fifth observational surveys consisted of statewide surveys (113 sites), using previously designed and NHTSA-reviewed methodology. The other three observational surveys were mini-surveys, using a randomly selected series of sites to accurately reflect changes in usage rates with a design error of ± 2 percent.

The questions used in both the telephone and BMV surveys were designed by NHTSA and only modified to meet Indiana terminology (specifically, the definition of the law enforcement agencies in Indiana: Indiana State Police, County Sheriff agencies and local/municipal law enforcement agencies). Both surveys could be administered in English or Spanish. To better assess both usage and change in usage rates in the minority population, over-sampling of the African-American communities was included in the design of all three survey types.

The administration of the three surveys in terms of collecting sufficiently representative data was accomplished relatively problem free with the exception of one survey. The baseline observational survey was determined to be flawed, and was replaced with the statewide survey that was conducted in September 2001.

The reports that follow provide an in-depth analysis of each of the three surveys and demonstrates that CIOT was an extremely successful program in Indiana as measured not only by awareness of Indiana residents but substantial increases in observational seatbelt usage, particularly with younger drivers (21 and under in age). While exempt from the Indiana primary law, increases in seatbelt usage rates in pickup trucks also were clearly visible.

Click It or Ticket Model

Indiana participated in a full implementation of the Click It or Ticket model in which there were specifically defined periods of earned media, paid media and intensive seatbelt enforcement. Full implementation of the campaign included data collection conducted prior to, during and immediately following the media and enforcement phases of the program; earned and paid media activity advertising law enforcement agencies' strict enforcement of the law; and intensified, highly visible enforcement activities canvassing the state for a two-week period. A timeline of Indiana's 2002 Click It or Ticket campaign is included as Appendix A.

earned and paid media components of the campaign encompassed advertisements utilizing print, audio and video messages promoting the "Click It or Ticket" slogan. Similarly developed messages targeting the African-American community promoted the "Am I My Brother's Keeper?" slogan. Program evaluation was accomplished using randomly selected statewide observational seatbelt surveys, telephone interview surveys using a random number generator and questionnaire surveys conducted in randomly selected Bureau of Motor Vehicle offices.

Activity Descriptions

Earned and Paid Media Activity

Using a combination of both earned and paid media placements, the Indiana Criminal Justice Institute–Governor's Council on Impaired and Dangerous Driving (ICJI) was able to maximize the saturation efficacy of the Click It campaign. The table below details the media campaign efforts, expense and reach. Indiana was able to obtain an estimated 46 percent of its media value via earned resources, for a combined earned and paid media market reach of 98.7 percent of the population.

Spring 2002 CIOT Media Placements & Expenditures

Total Number of Placements	25,309
Total Number of Impressions	120,197,102
Total Value of Earned Media	\$826,642.04
Total Value of Paid Media	\$963,089.37
Total Market Value of Media	\$1,789,731.41
Average Percent Reach within Population	98.7%

Enforcement Activity

An enforcement zone is defined as a roadway where law enforcement places highly visible signage identifying that the motorist will be passing through an enforcement zone where non-belted motorists will be pulled over and cited for not wearing a seatbelt. Based upon data posted on the ICJI website¹, more than 4,000 enforcement zones were conducted across 90 of Indiana's 92 counties within a two-week time span. The enforcement zones were conducted using the cooperative efforts of state, county and local law enforcement agencies. The table below provides a summary of the number of citations issued during the enforcement phase according to the type of citation (or arrest) imposed.

Citation Activity

Type of Citation	Number of Citations Issued
Misdemeanor and Felony DUI	37
Suspended Driver's License	337
Criminal Misdemeanor	162
Criminal Felony	<u>48</u>
Total Number of Criminal Violations	584
Seatbelt Citations	24,697
Child Restraint Citations	704
Other Enforcement Citations	<u>615</u>
Total Number of Citations Issued	26,016

¹ <http://www.in.gov/cji/home.htm>

EVALUATION METHOD

Observational Surveys of Belt Use

A standard Indiana statewide observational survey was completed prior to the beginning of the Click It or Ticket (CIOT) campaign during the week of April 21–27, 2002. The purpose of this survey was to provide a baseline of seatbelt usage rates throughout the state prior to the CIOT campaign. A total of 113 sites, across 22 counties were utilized. Observational data included restraint use for drivers and front-seat, outboard passengers, driver and passenger race, gender and age, as well as vehicle type. For specific details on survey protocols, refer to the “Roadside Observation Survey of Safety Belt Use in Indiana.”²

At the conclusion of the campaign, a final statewide observational survey was conducted to quantify any improvement in seatbelt use. The final statewide survey was identical in design and protocols to the baseline survey. The results of the final statewide survey were used to publish the “2002 Roadside Observation Survey of Safety Belt Use in Indiana.”

As an added component to the survey, an over-sampling of African-American data was incorporated into the overall survey design so that a representative measure of the African-American population could be obtained.

Despite the tremendous efforts that went into conducting the spring baseline survey, the baseline data collection results were deemed suspect for a number of reasons. First and foremost, a new group of observers was introduced into the data collection process. Second, contrary to patterns and trends seen in every other CIOT participating state, Indiana’s Spring 2002 baseline results were higher than the results obtained from the state’s last annual survey, conducted in September 2001, which followed a major seatbelt enforcement campaign. Third, there were specific problems identified within the data collection process among the group of new observers such that the total number of observations exceeded typical traffic patterns, observations were conducted for longer periods of time than had been assigned, some site data were not collected, and in some instances, observers collected site data in groups of two or four observers. Post-collection, extensive measures were undertaken to normalize the baseline (and the first mini-survey) site data for length of time, number of observers and number of observations based upon total traffic counts, but the final results remained curiously inflated,

² Available at: <http://www.ecn.purdue.edu/cats>

especially considering no special media or enforcement measures had been undertaken immediately prior to the spring survey being conducted. In order to maintain consistency (decrease variability) between the data samples, the comparative measures that are included in the Results section were drawn from the September 2001 results and the final survey conducted in June 2002.

Mini-Survey Data

A total of five mini-seatbelt observation surveys were conducted over a seven-week time-span during April, May and June 2002. All five mini-surveys utilized a subset of 51 of the 113 statewide survey sites, and were distributed across all daylight hours, Monday through Friday. A total of sixteen counties were included in the surveys, across numerous arterial/freeway and local/collector road classifications. The mini-survey was designed to measure the rate of change, if any, between the introduction of earned media, paid media and enforcement activity, and were not intended to be representative of the state usage rates. Mini-surveys were conducted for a total of thirty minutes, compared to statewide survey observations that were conducted for forty-five minutes. However, during the baseline and final statewide survey data collection, forty-five minutes of data were collected at the 28 sites that were components of both the statewide and mini-surveys. During the analysis phase, all of the observations collected at each site were included in the statewide survey comparisons, while a weighted value of 0.67 per site (30 minutes/45 minutes) was used for the mini-survey sites also used for baseline and post-survey comparisons.

The mini-surveys were conducted during the weeks of May 5–11, 2002 (earned media), May 12–18, 2002 (paid media), May 26–June 1, 2002 (enforcement), and June 2–8, 2002 (post—in conjunction with the statewide final survey). Survey days and times were randomly selected and assigned prior to being arranged into clustered trips. As was the case in the statewide surveys, an over-sampling of African-American data was incorporated into the overall survey design so a representative measure could be obtained.

During the data analysis process, Indiana was advised to use the September 2001 statewide observational database as the benchmark for the CIOT mini-survey campaign pre-measure due to the higher than average results obtained during both the Spring statewide survey and the baseline mini-survey.

Pre-Campaign and Post-Campaign Telephone Survey

A statewide telephone survey, modeled after the National Highway Traffic Safety Administration's survey instrument, was conducted prior to and immediately following the baseline and final statewide observational surveys. Similar to the survey protocols of the observational surveys, an over-sampling of African-American data was obtained. Thus, both the pre- and post-telephone surveys consisted of two survey sessions: one for the general population and another to achieve the African-American over-sampling. All telephone numbers were selected using the random digit dialing method with known prefixes in Indiana counties.

Telephone interviews for the general sample baseline measurement were conducted from March 28, 2002 to April 14, 2002. Telephone interviews for the African-American over-sample baseline were conducted from April 8, 2002 to May 19, 2002. Telephone interviews for the general sample final survey were conducted from June 2, 2002 to June 15, 2002, and telephone interviews for the African-American over-sample final survey were made from June 3, 2002 to June 28, 2002. Calls were made 4:00 p.m. to 9:30 p.m. Mondays through Fridays, between 12:00 p.m. and 5:00 p.m. on Saturdays and between 4:00 p.m. and 9:30 p.m. on Sundays.

The minimum cooperation rate is calculated by dividing the number of successfully completed surveys by the total number of completed plus the number of refusals. This ratio yields the 27.7 percent baseline and the 26.1 percent final survey rates. When considering the total number of dialings attempted (total of all calls made whether successful or not) to achieve the needed number of responses (1,000) for each survey, the success ratios are much lower at 3.0 percent for the baseline, and 2.6 percent for the final survey. The margin of error was calculated as ± 3.0 for all categories, and a few of the results that follow are within this margin and therefore are not conclusive.

Bureau of Motor Vehicle Surveys

The final component of the campaign consisted of written surveys conducted at 23 Bureau of Motor Vehicle offices (BMV) throughout the State. The location of BMV sites is included in Table 1. The sites were randomly selected based upon the number of licensed drivers per county and race/ethnicity distribution. The survey form was provided both in English and Spanish (Appendix B-1 and B-2). A total of five BMV surveys were administered over the

course of the campaign, and it was the same survey that had been administered throughout other CIOT participating states. The timing of administration of each survey coincided with the observational mini-surveys, so not only were program measures captured by driver opinions, tangible driver (and passenger) behavior was captured as well. Because the response rates among participating BMV offices were anticipated to be variable and unpredictable, no specific sampling measures for race were incorporated into the survey design. However, race data was requested on the survey form.

Table 1: BMV Survey Locations & Number of Respondents

Bureau of Motor Vehicles Participating Agencies by County Name, Branch Location, and Number of Respondents			
County Number	County Name	Branch	Number of Respondents
1	Adams	Berne	24
2	Allen	New Haven	797
4	Benton	Fowler	142
16	Decatur	Greensburg	158
20	Elkhart	Nappanee	76
29	Hamilton	Carmel	324
33	Henry	New Castle	741
34	Howard	Kokomo	778
37	Jasper	DeMotte	251
41	Johnson	Franklin	324
45	Lake	East Chicago	740
45	Lake	Gary	552
49	Marion	Speedway	588
51	Martin	Loogootee	258
52	Miami	Peru	77
53	Monroe	Bloomington	833
54	Montgomery	Crawfordsville	856
62	Perry	Tell City	50
65	Posey	Mount Vernon	236
72	Scott	Scottsburg	285
71	St. Joseph	Walkerton	54
79	Tippecanoe	Lafayette	751
82	Vanderburgh	Evansville	749

RESULTS

Observational Data

Mini-Survey Results

During the course of the campaign, both drivers and front-seat outboard passengers displayed an overall increase in their seatbelt usage rates from the September 2001 survey to the post-survey. However, as seen in Figure 1, across all vehicle types, seatbelt usage rate decreases were observed between 2001 and the earned media. At this point in the campaign, the awareness activity was limited to earned media. During week four, paid media was added to the campaign activity, but the overall observed usage rates for all vehicle types decreased yet again (from 62.7 percent to 60.6 percent). Pickup truck occupants actually displayed an increase of 1.5 percentage points during this same time frame. After completion of the week four paid media survey, enforcement efforts were added to the earned media and paid media campaigns (week five), but in keeping with the CIOT program design, no survey data was collected during that week. During week six, enforcement, earned, and paid media all continued, and observational data collection was resumed. Occupants of passenger cars displayed an increase in seatbelt use of 4.9 percentage points from the paid media survey, pickup truck occupants displayed an increase of 2.9 percentage points, and across all vehicle types, an increase of 5.0 percentage points was observed. Over week seven, data collection was conducted for the post-campaign mini-survey, which was once again limited to earned media activity. Nonetheless, observed restraint use among drivers and front seat, outboard passengers again increased for all vehicle types. Specifically, passenger cars increased another 7.0 percentage points, pickup trucks increased 6.2 percentage points, and for all vehicle types, the increase was 7.2 percentage points. From the beginning of the CIOT earned media campaign interventions until the final post-campaign survey measures were collected, occupant restraint use increased by 9.1 percentage points for passenger cars, 10.6 percentage points for pickup trucks and 10.1 percentage points for all vehicles. Keeping in mind that the data used for the baseline was collected in September 2001 following a massive media and enforcement blitz, it is logical and expected that the earned media results would be slightly lower, due to the residual ebbing that occurs following such a campaign. Nonetheless, when the earned media survey usage rates are compared to the final post-campaign usage rates, the results are positively correlated to the intervention measures that

were introduced. Specifically, there was a significant difference in driver and passenger restraint use by enforcement activity, with the week immediately following enforcement having the highest restraint use and the week of enforcement having the second highest.

Figure 1: Mini-Survey Results by Vehicle Type

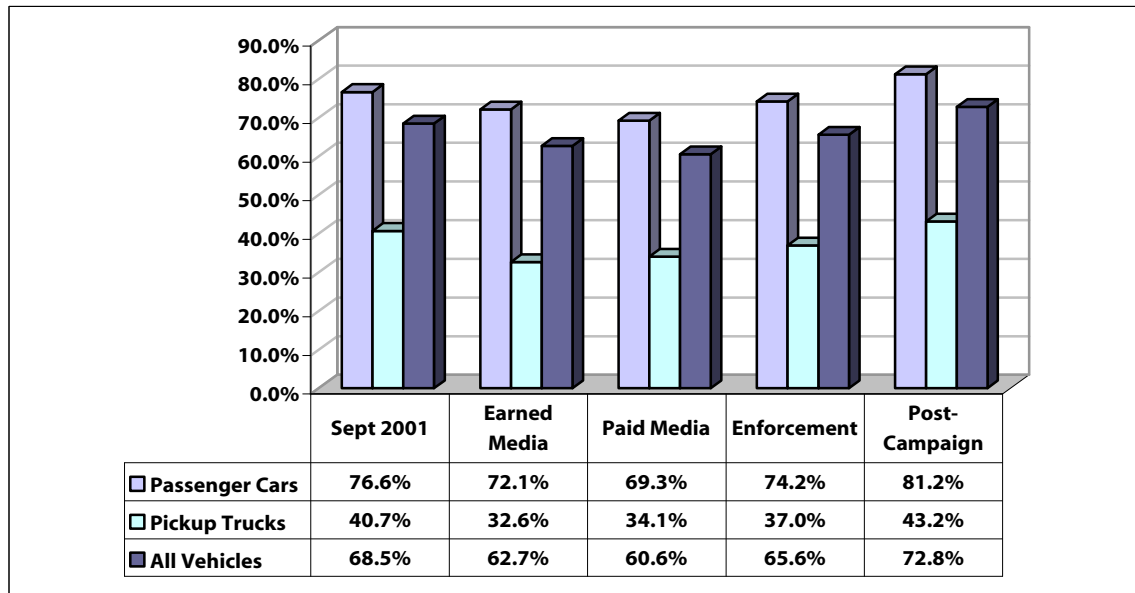
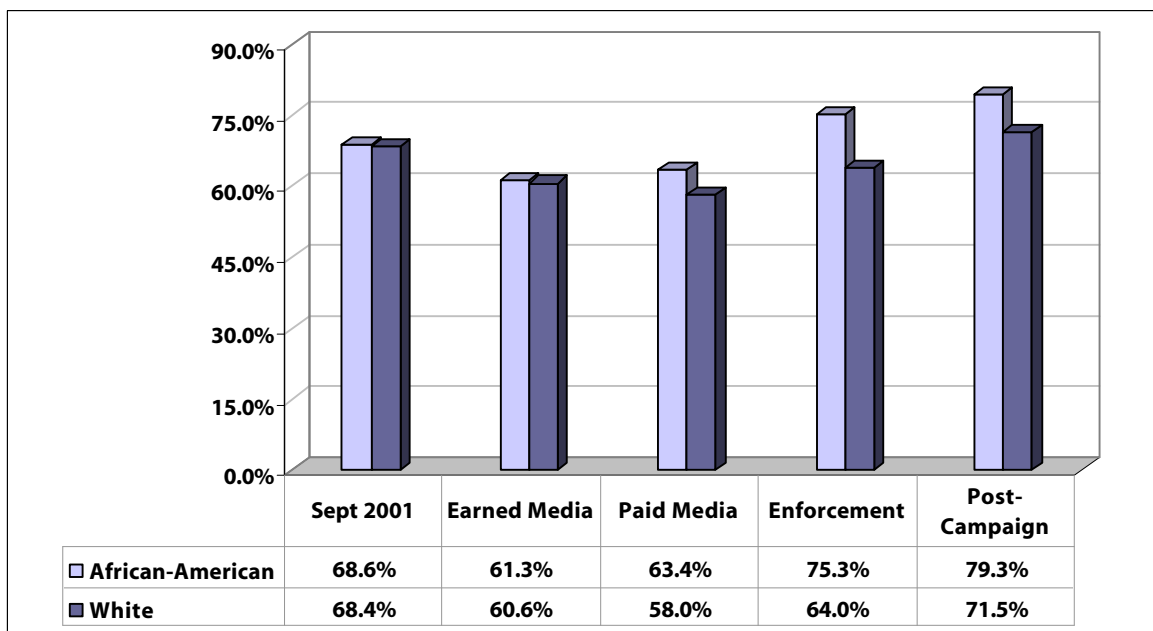


Figure 2: Mini-Survey Results by Race

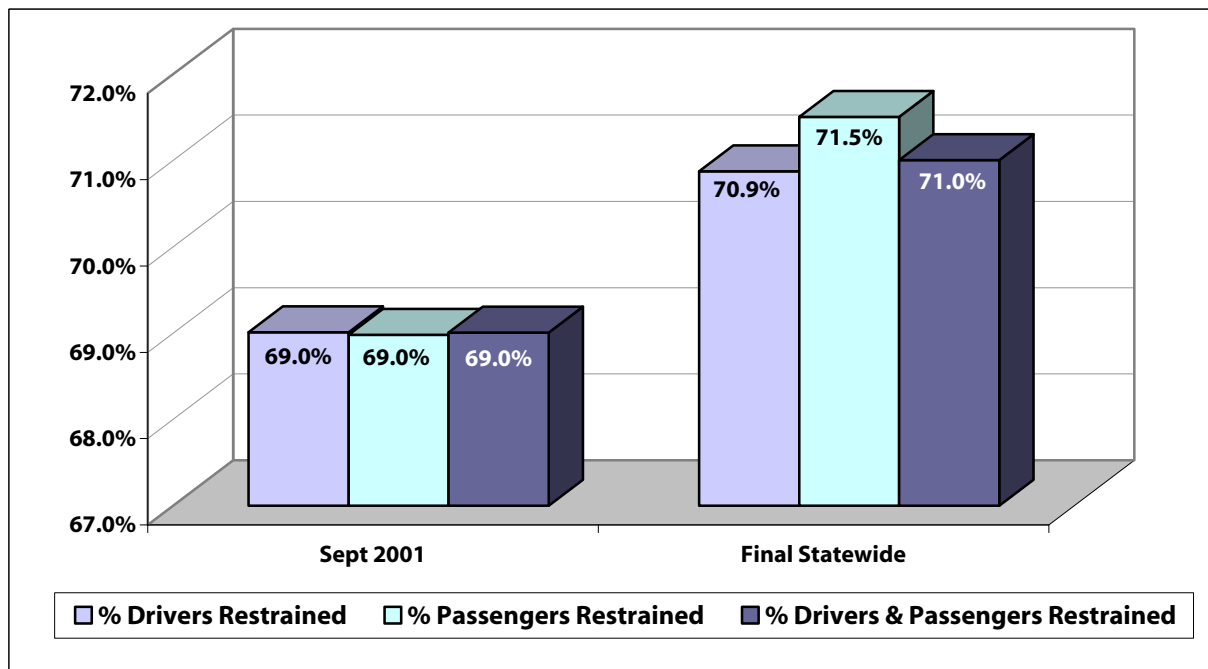


Mini-survey results were checked for restraint use according to driver and passenger race. As illustrated in Figure 2, African-American occupants achieved an increase of 10.7 percentage points, versus the 3.1 percentage point increase achieved by white occupants. Moreover, African-Americans displayed higher seatbelt usage rates than whites throughout the entire Click It or Ticket campaign.

Statewide Survey Results

For the September 2001 statewide survey, drivers and front-seat, outboard passengers had a combined restraint usage rate of 69.0 percent (Figure 3). At the conclusion of the CIOT campaign, another statewide survey was conducted at the same 113 sites as the 2001 survey. The final survey results recorded a slight improvement in the overall restraint usage rate of 2.0 percentage points to 71.0 percent. By occupant role, passengers achieved a slightly higher increase in seatbelt usage rates than drivers, moving up from 69.0 percent to 71.5 percent. As previously noted, both of the campaigns followed an intensive media and enforcement campaign.

Figure 3: Statewide Survey Results



Telephone Survey Results

Table 2: Number of Telephone Survey Responses

Disposition of Telephone Calls Made During Baseline & Final Telephone Survey				
Outcome of Call	General Population Baseline (3/28/02)–(4/14/02)	Over-sample Baseline (4/08/02)–(5/19/02)	General Population Final (6/2/02)–(6/15/02)	Over-sample Final (6/03/02)–(6/28/02)
Complete	1,151	787	1,012	733

The telephone survey was administered prior to and following the Click It or Ticket media and enforcement interventions. The complete baseline and post-campaign survey results are available as Appendix C. The charts that follow provide response rates from the pre- to the post-survey. The specific questions analyzed were previously identified by other states that participated in the Click It or Ticket campaign as some of the best indicators of change. The response percentages presented herein are based upon the number of eligible responses received such that unknowns and/or non-responses were omitted from the totals. Further, although an over-sampling of African-American surveys were conducted, those data files were unavailable for inclusion in the analyses presented here.

The rate of respondents who stated that they always wear their seatbelt increased by 2.3 percent from the baseline to the final survey, and was somewhat higher than the 72.8 percent that was observed for all vehicle types. A better indicator of consistent restraint use can be obtained from the next question, “When was the last time you did NOT wear your seatbelt when driving or riding in a motor vehicle?” The percentage of respondents who answered within the past day decreased from baseline to final by 4.5 percent. Additionally, 10.2 percent of the respondents (n=1,008) stated that they had increased their use of seatbelts over the past 30 days, which represented an improvement of 4.2 percentage points. Not surprising was the number of survey participants who reported awareness of Indiana’s seatbelt law (95 percent), which remained unchanged from baseline to final. In comparison, only 80.7 percent of the respondents were aware that law enforcement could stop a vehicle for a seatbelt violation alone, but the campaign was successful in conveying that message as respondent awareness increased by 4.3 percent. The indicator of the likelihood of receiving a ticket if the respondent does not wear a seatbelt over the next six months improved by over 10.8 percent, with 42.0 percent of the respondents affirming it was very likely that they would be cited for not wearing their seatbelt. Despite

awareness of the law, only 63.3 percent of the respondents affirmed that law enforcement should be able to ticket someone for not wearing a seatbelt; however, over 72 percent stated that occupants of pickup trucks should be required to wear seatbelts.

Enforcement awareness increased by 26.3 percent from baseline to final, with 52.7 percent of the participants stating that law enforcement officers in their communities were writing more seatbelt tickets than they had been a few months earlier. Moreover, 77.9 percent reported having seen, read or heard of law enforcement's special efforts to issue citations for seatbelt violations—an increase of 41.6 percent over baseline. The percentage of respondents who had personally seen an enforcement zone within the past 30 days increased 32.2 percent, to a total of 43.3 percent of the participants having first-hand knowledge.

When asked about the number of seatbelt messages seen over the past 30 days, 46.0 percent stated that they had seen more than usual, an increase of 37.0 percent over baseline. More than one-half of the respondents stated that they believe it is important for the State to enforce seatbelt laws for adults (an increase of 4.9 percent), and 85.7 percent stated that it is important for the State to enforce seatbelt laws for children (a decrease of 1.3 percent from baseline). One of the best indicators that the campaign message was received is that by the conclusion of the Click It or Ticket campaign, 90.5 percent of the survey respondents acknowledged name recognition of "Click It or Ticket," an increase of 33 percent from the baseline survey to the final.

Figure 4. Past 30 Days, Saw/Hear Messages Encouraging Seatbelt Use

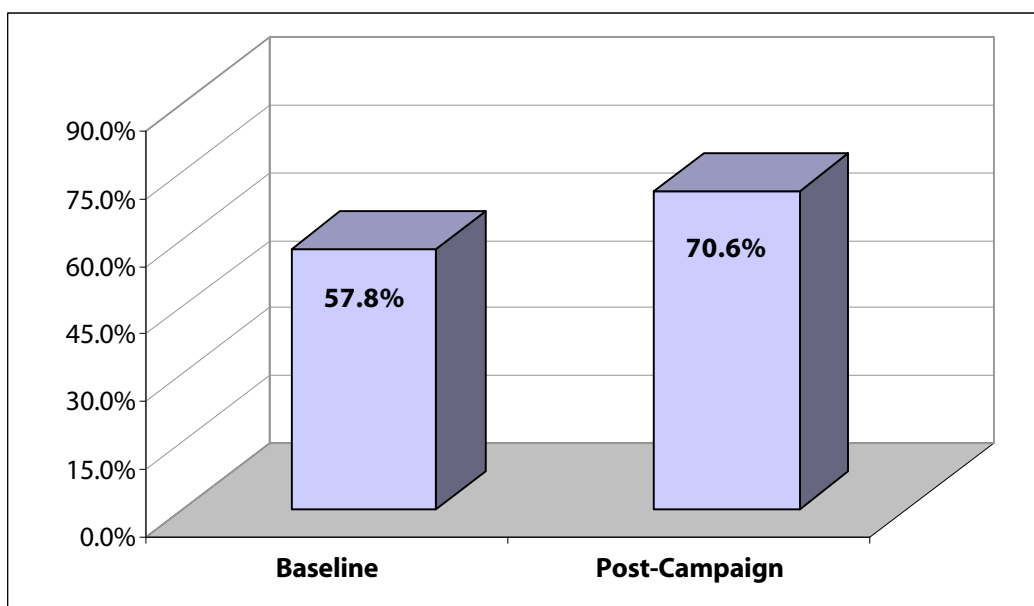


Figure 5. Past 30 Days, Saw/Heard of Special Police Efforts towards Belts

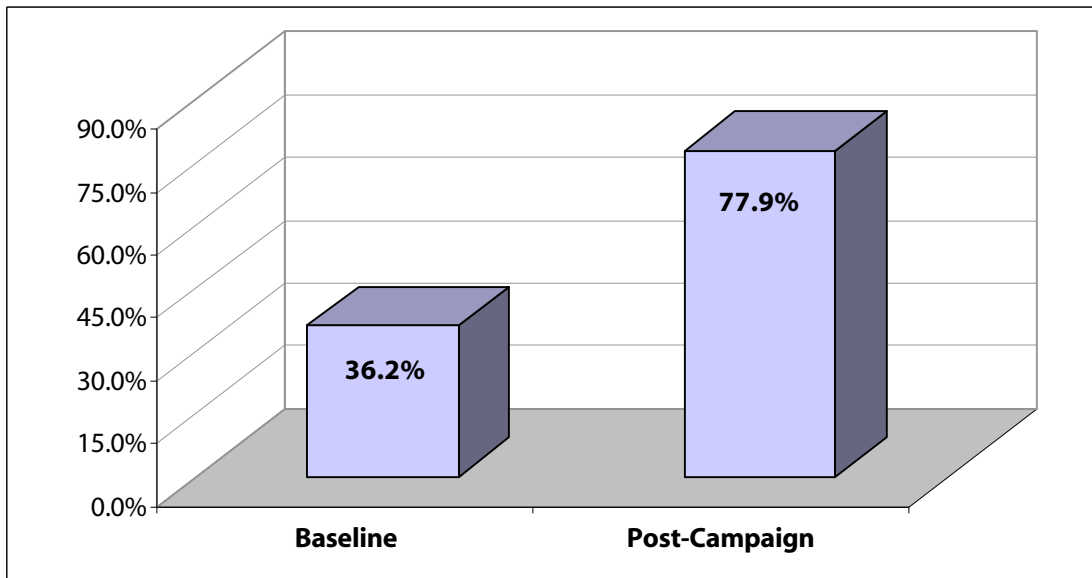
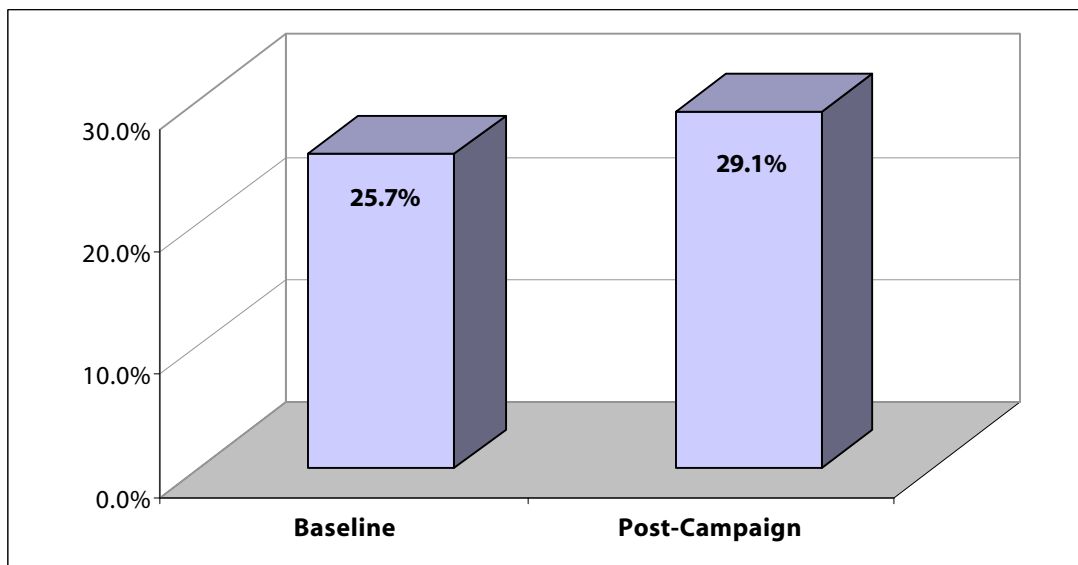


Figure 6. Past 30 Days, Saw/Heard of Special Ticketing Effort on Television (subset of total respondents)



**Figure 7. Past 30 Days, Heard of Special Ticketing Effort on Radio
(subset of total respondents)**

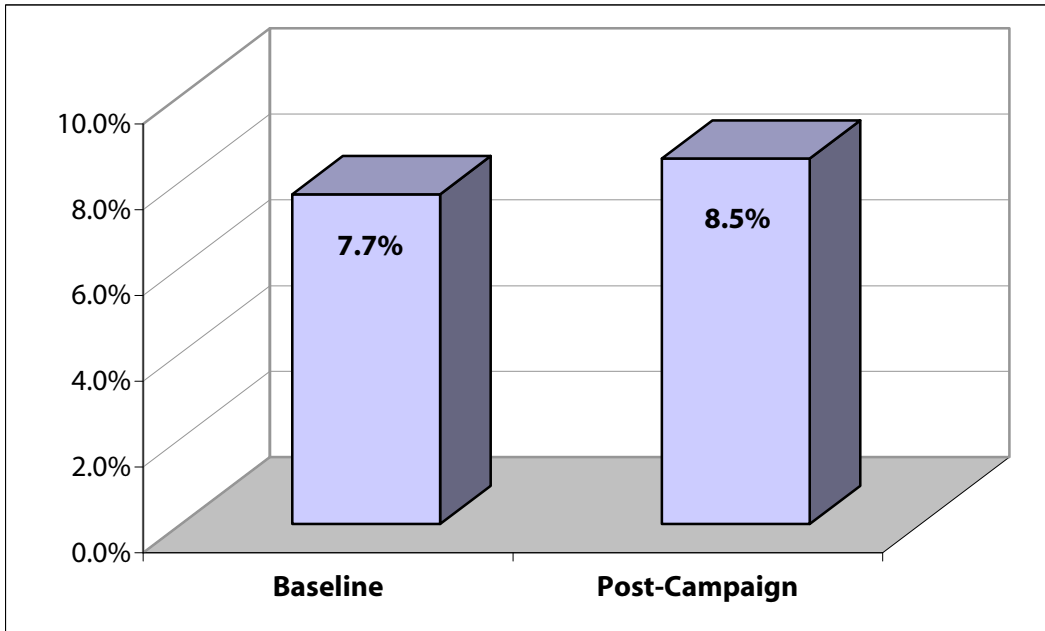


Figure 8. "Strongly Agree" Police in Community are Writing More Tickets Now

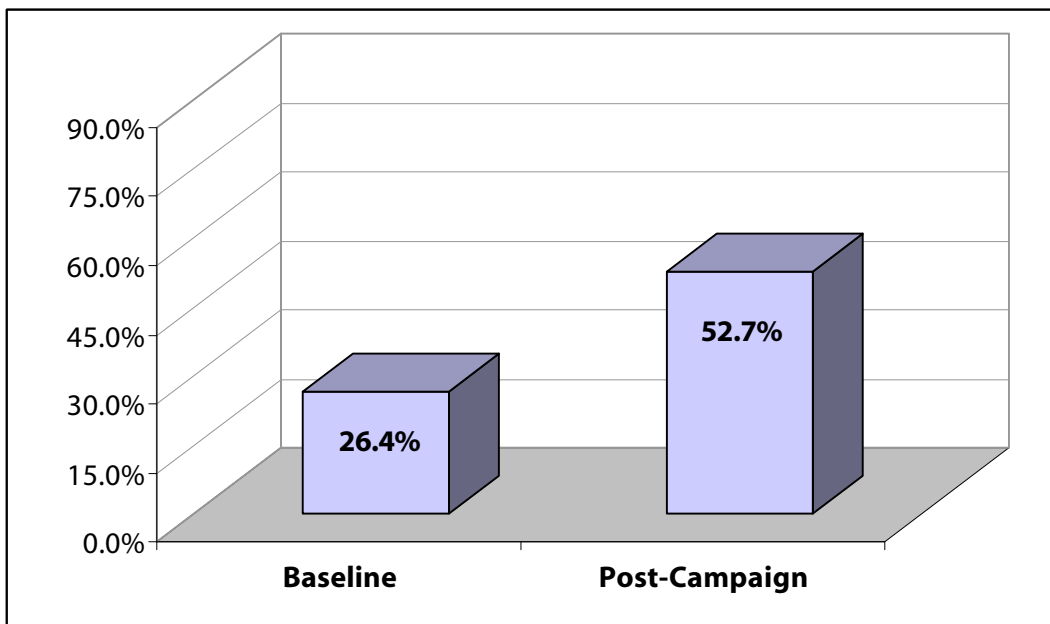


Figure 9. Reports That Over Past Six Months, Ticket for Non-Use was “Very Likely”

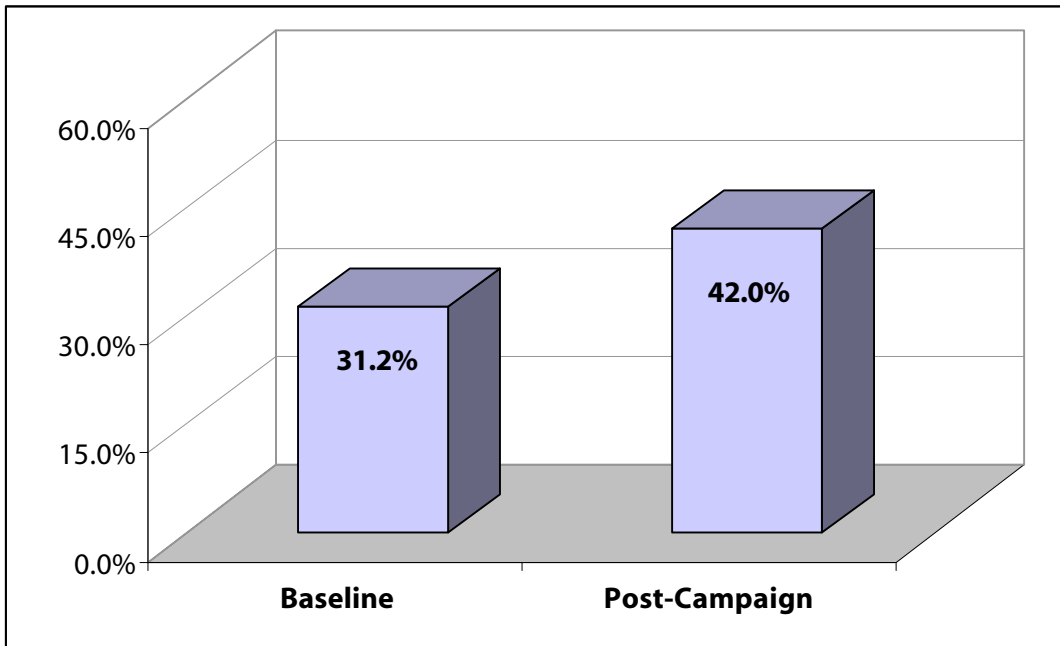
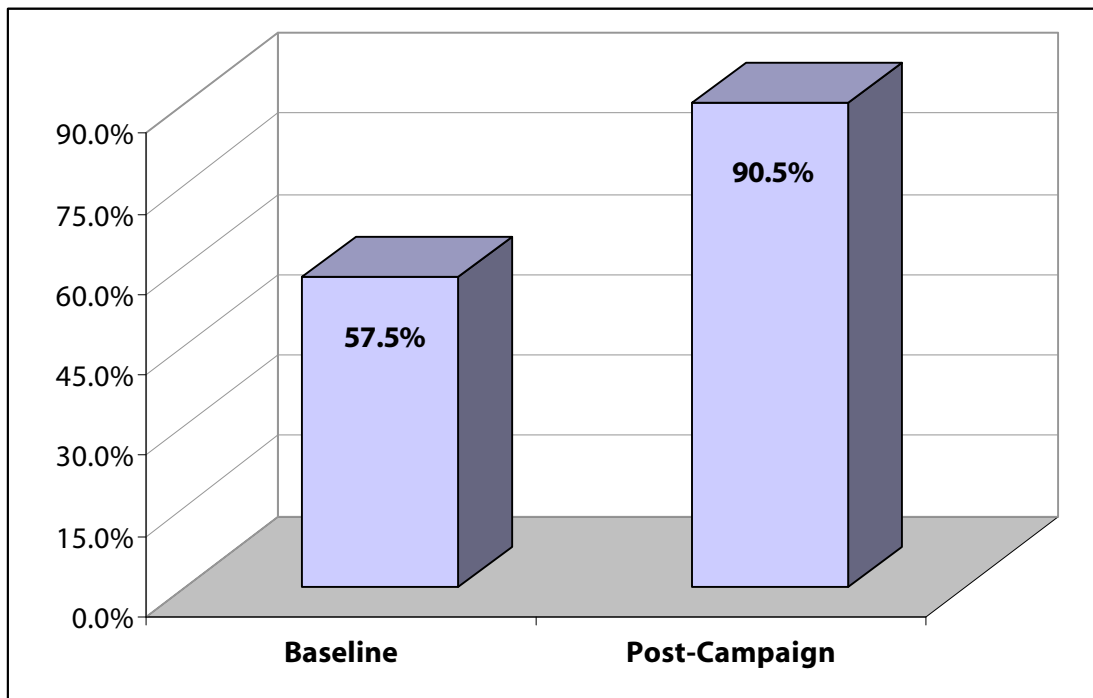


Figure 10. Recognized Principal Program Slogan (Click It or Ticket)



BMV Survey Results

A written questionnaire was administered via 23 Bureau of Motor Vehicle offices throughout the State, with the administration of the survey coinciding with the observational surveys and the introduction of the earned/paid media and enforcement efforts. A total of 9,644 licensed drivers participated in the five surveys to allow for a measurement of driver awareness and resident behavioral changes from one intervention to the next.

Appendix D provides a complete summary by question of the responses obtained from the BMV survey participants. The specific questions that are presented in the charts to follow were previously identified by other states that participated in the Click It or Ticket campaign as the preferred indices to use in comparative measures. Survey questions ranged from seatbelt usage habits, awareness and perception of law enforcement and media activities, and recognition of campaign slogans. Indiana utilized a wide variety of radio, television and print media options, with television reaching the greatest number of respondents. At the height of enforcement (week 6), campaign awareness via television reached 60.0 percent, whereas brochures only achieved 4.2 percent during the enforcement phase. Survey participants' recollection of radio spots were at 41.9 percent during enforcement, followed by newspaper placements at 32.3 percent. Post-campaign measures conducted five weeks following the conclusion of the enforcement blitz revealed only slight decreases in these rates.

From the baseline survey to the final decay survey, the percentage of respondents who stated they "always wear their seatbelt when driving" (question #8) increased 4.7 percentage points. The perceived likelihood of receiving a ticket for not being restrained showed little overall improvement from baseline (22.3 percent), to the final survey (23.4 percent) (#9). The perception that the County Sheriffs enforce the seatbelt law increased by 1.5 percentage points, but then decreased 2.1 percent from baseline to final survey (#11), while the perception of the Indiana State Police (#10) increased 1.9 percent, and local police agencies (#12) remained relatively unchanged. By agency, 30.5 percent of respondents stated that the State Police enforced the seatbelt law very strictly, 28.6 percent stated that local law enforcement agencies enforced the seatbelt law very strictly, and 27.4 percent stated that the County Sheriffs enforced the seatbelt law. As a reminder, the responses to the survey were not mutually exclusive, such that a respondent could indicate that all law enforcement agencies very strictly enforce the seatbelt law, or none of the agencies enforce the law. The percent of respondents who

acknowledged they had previously received a ticket for a seatbelt violation (#13) was very small at baseline (15.1 percent), and decreased in the final survey to 13.5 percent.

Nearly 46.0 percent of respondents stated that within the past month they had seen or heard about a seat belt enforcement zone where police were looking at seatbelt use. This increased by 34.8 percentage points during the height of enforcement, and remained at a 29 percent increase by the decay measurement (#14). There was a 24 percent increase in the number of respondents who reported that they had driven through a seatbelt enforcement zone within the past month from baseline to the week of enforcement, and then the rate dropped slightly during the decay week (#15). Twenty percent of respondents reported that they had recently read, seen or heard something about seatbelts in Indiana. At the peak of enforcement, nearly eight out of ten respondents reported name recognition of Click It or Ticket, which amounted to a 31.1 percent increase from baseline. By media type, 60 percent of respondents reported seeing or hearing about seatbelts on television, 42 percent heard it on the radio, 32 percent saw it in a newspaper, 26 percent saw a poster, 19 percent saw a seatbelt enforcement zone, 7 percent reported “other” and 4 percent indicated they saw a brochure.

Figure 11. Saw/Heard a Seatbelt Message

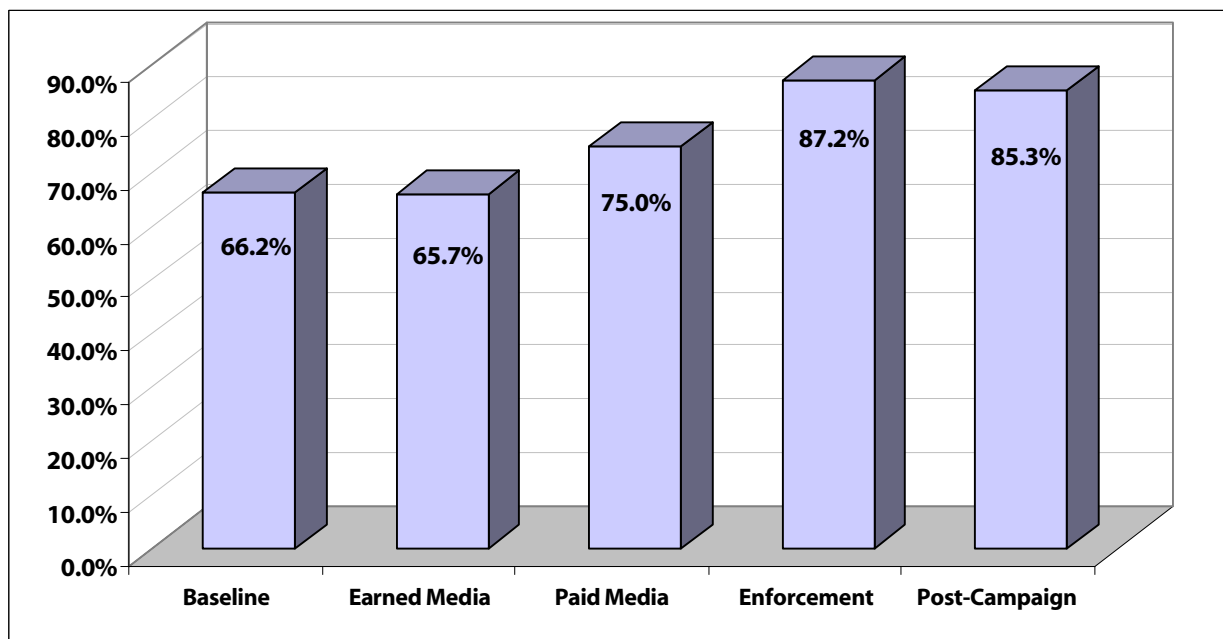


Figure 12. Saw/Heard a Seatbelt Enforcement Message

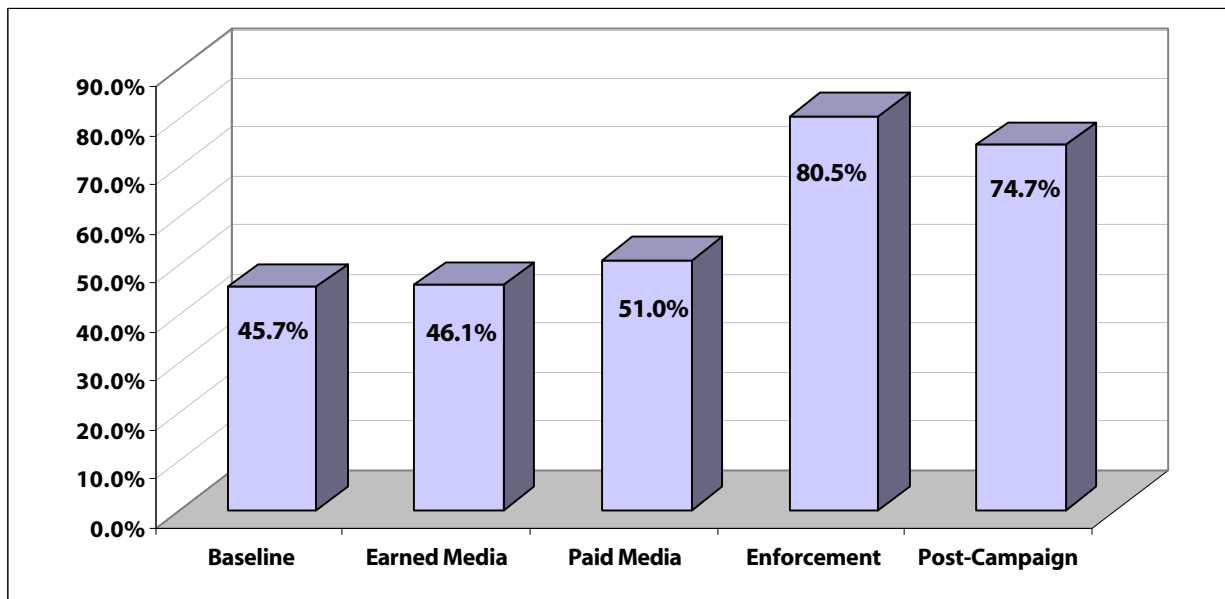


Figure 13. Saw about Seatbelts on Television

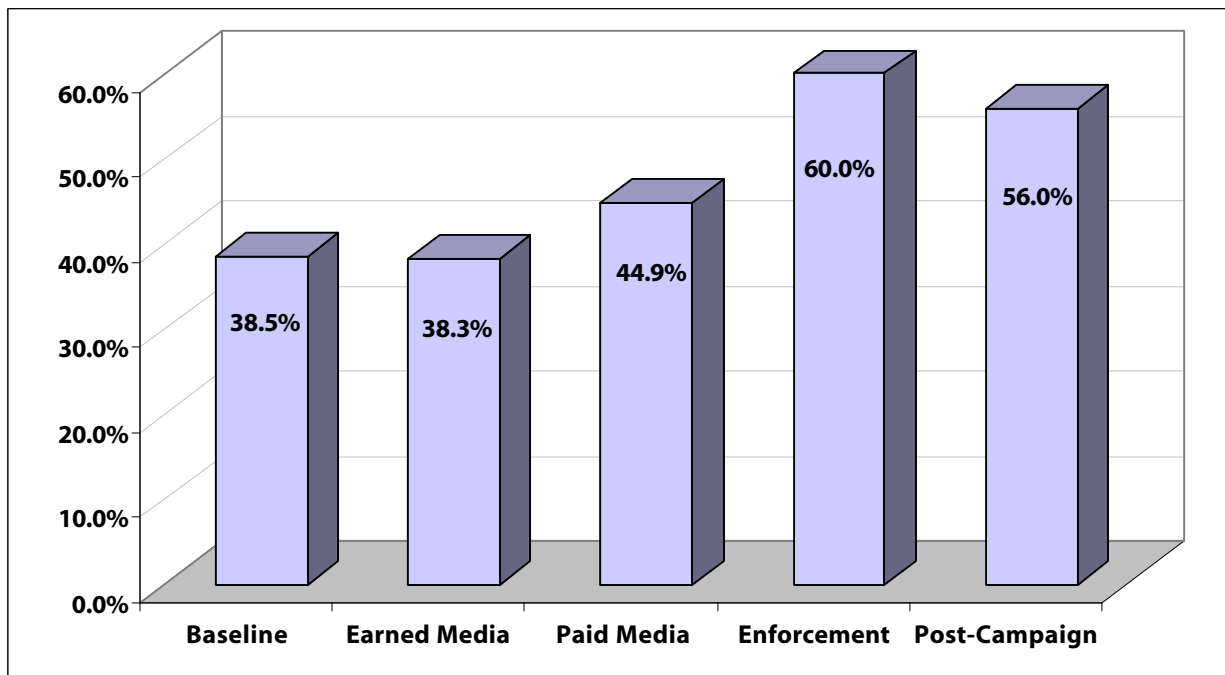


Figure 14. Heard about Seatbelts on Radio

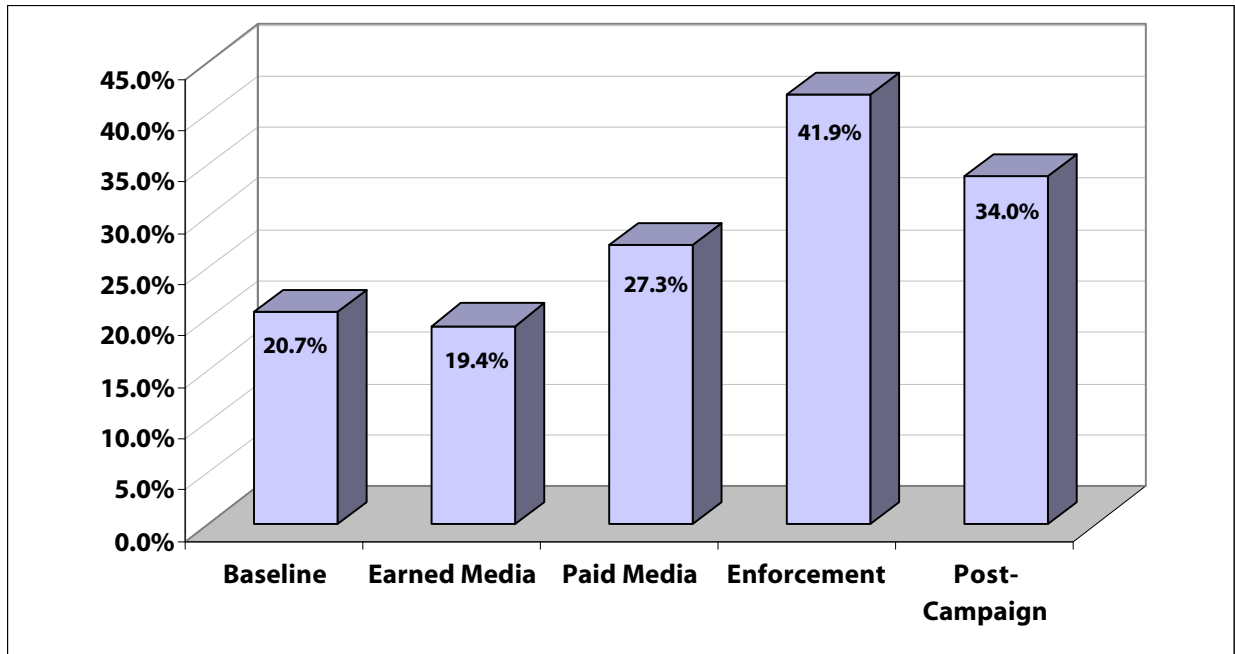


Figure 15. Saw about Seatbelts in Newspaper

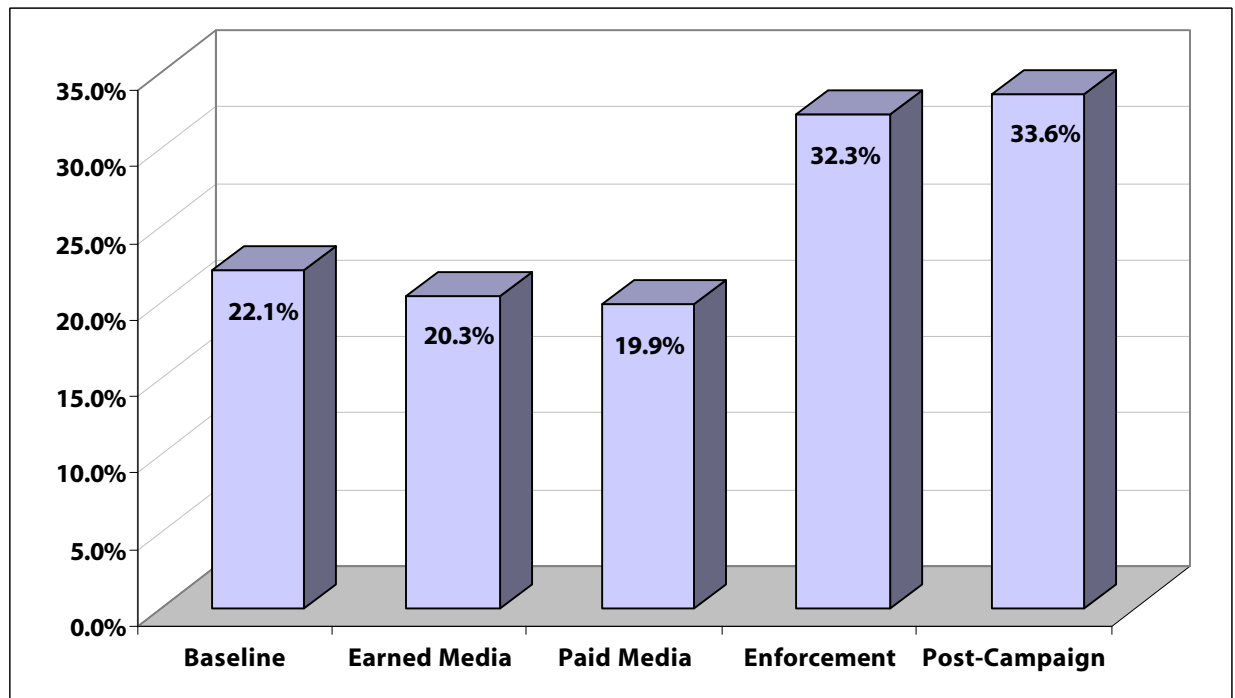


Figure 16. Reports State Police are “Very Strict” in Enforcing the Seatbelt Law

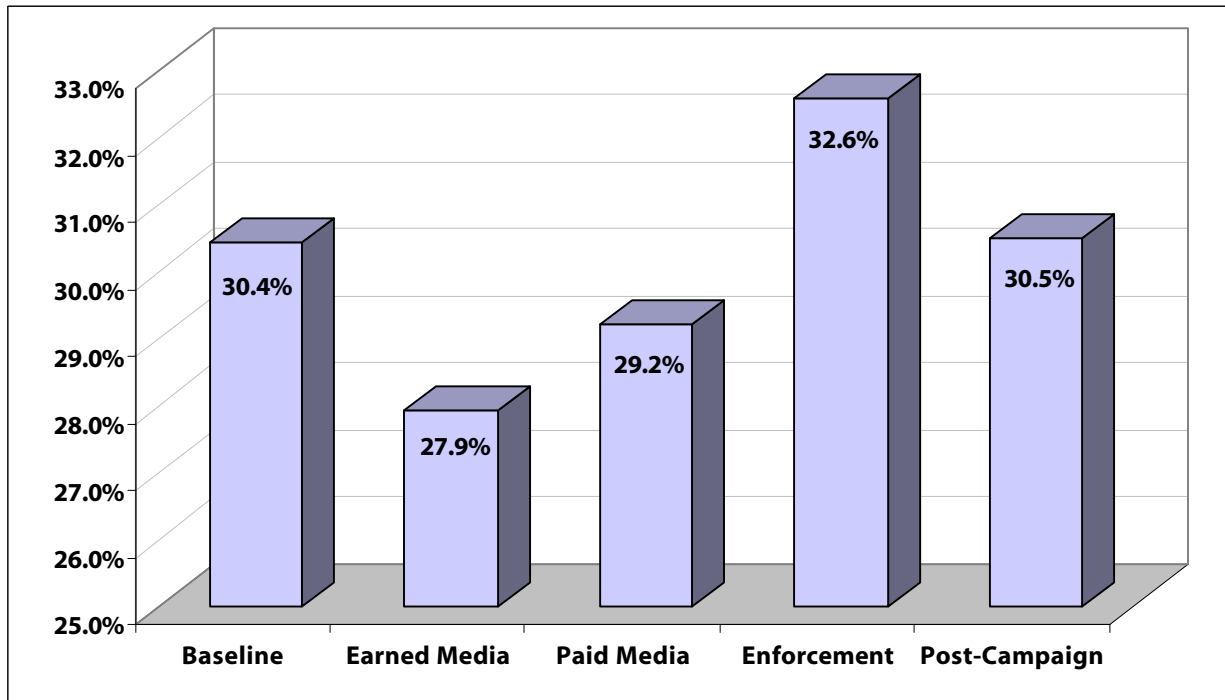


Figure 17. Reports County Sheriffs are “Very Strict” in Enforcing the Seatbelt Law

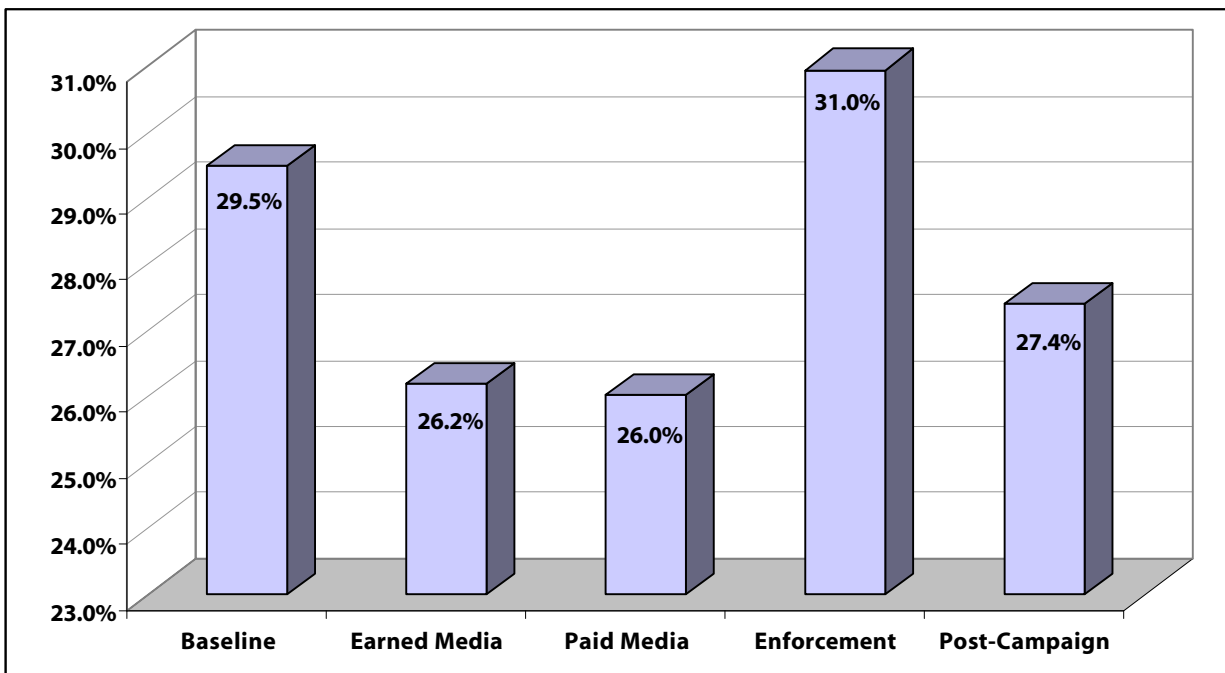


Figure 18. Reports Local Police are “Very Strict” in Enforcing the Seatbelt Law

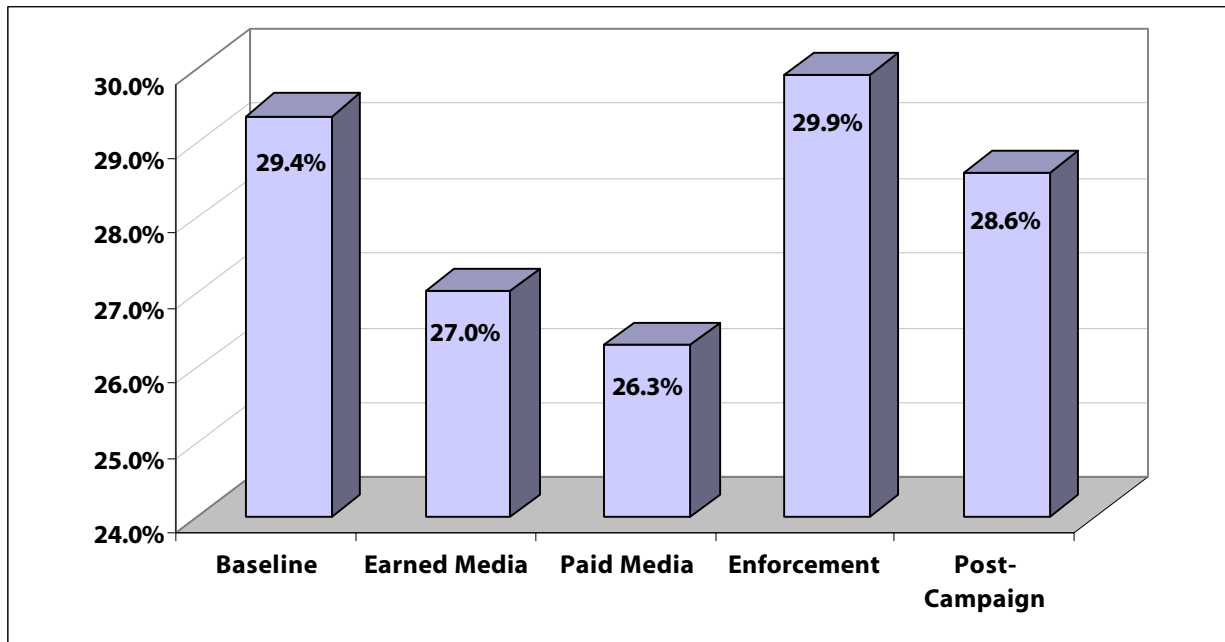


Figure 19. Experienced Enforcement Focused on Seatbelts in Past Month

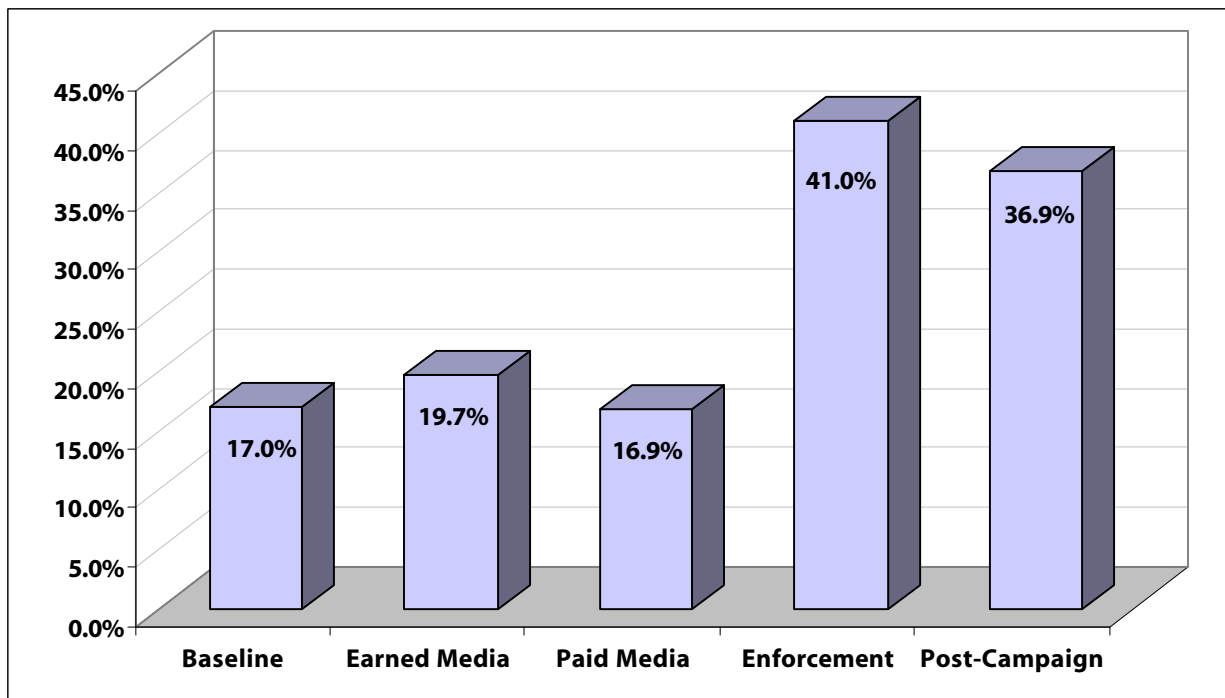


Figure 20. Has Received a Ticket for Not Using a Seatbelt

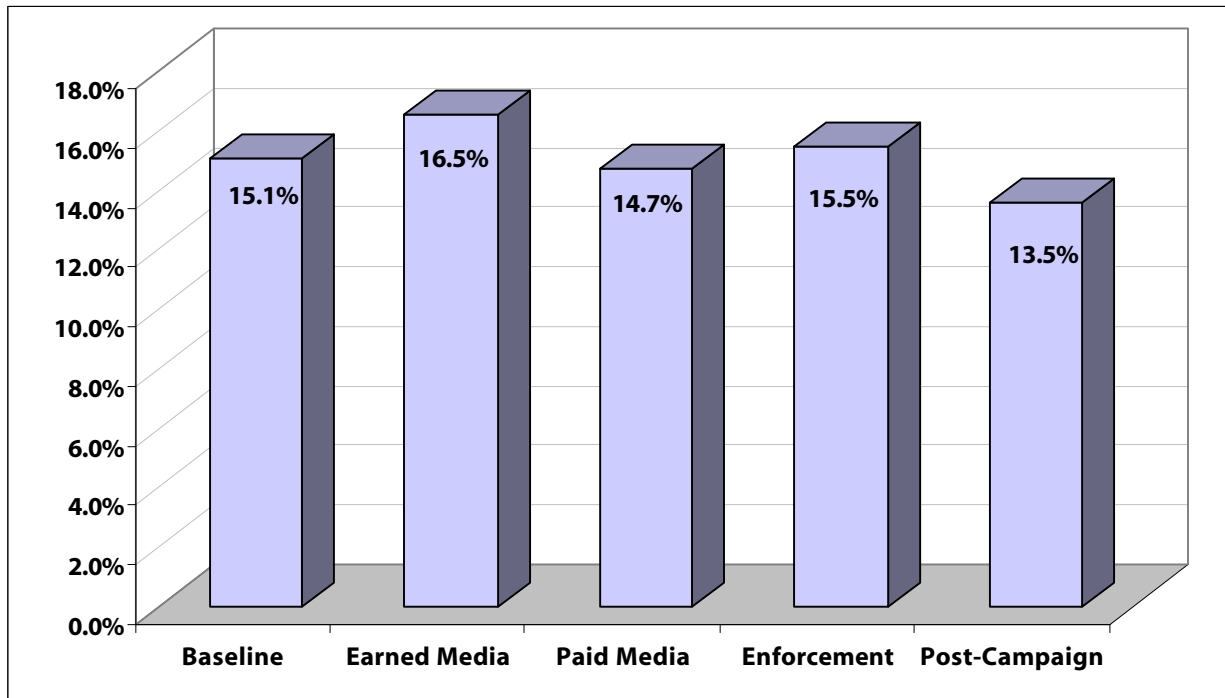
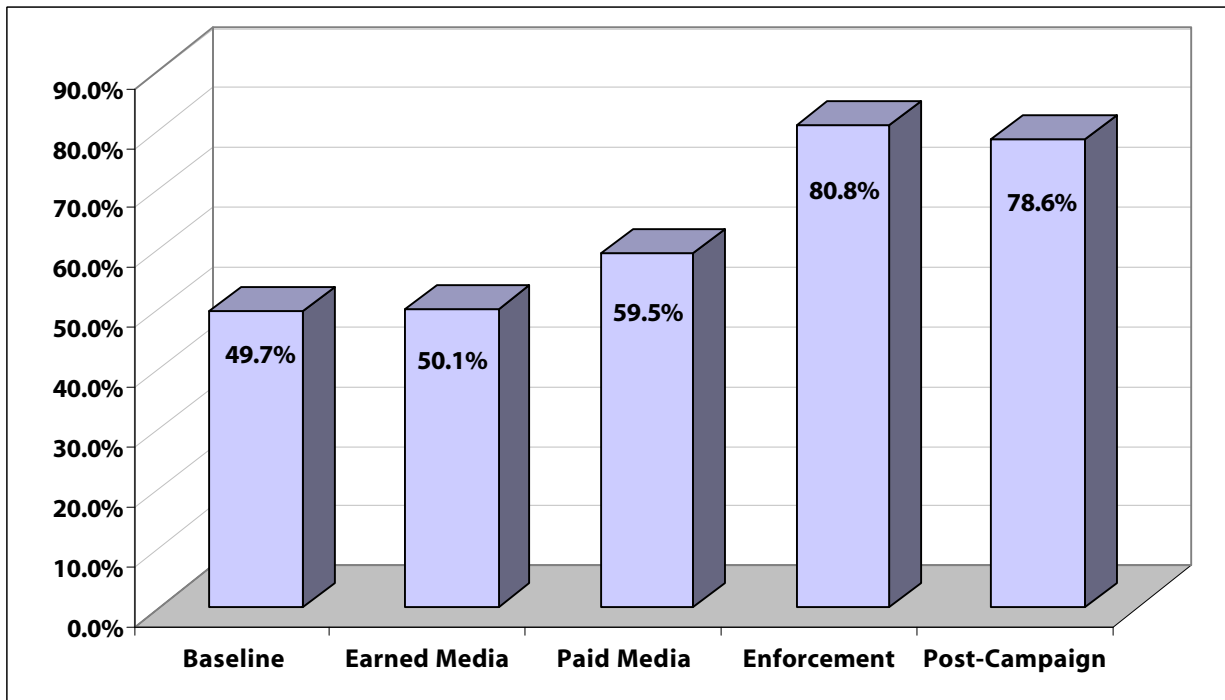


Figure 21. Knows of Click It or Ticket Program



DISCUSSION

Indiana gained considerable experience and insight as a participant in the national Click It or Ticket campaign, and the data gathered from the three components (observational data, BMV surveys and telephone surveys) will provide useful information and guidance as Indiana continues its seatbelt awareness and enforcement efforts. Despite the massive efforts that went into preparing and conducting the baseline survey, the results were simply too suspect and anomalous to be deemed an accurate assessment. The September 2001 baseline survey was substituted for the first mini-survey as well as the baseline data. Data validity was confirmed by comparisons between time of day, road class, day of week and vehicle type, which were within reasonable limits from September 2001 to the post-campaign survey.

Improvement in the statewide use of safety restraints as measured from the September 2001 annual survey to the June 2002 final survey is evidenced by the fact that restraint use increased across all vehicle types. As a matter of perspective, continued consideration must be given to the fact that as more motor vehicle occupants continue to wear seatbelts, the margin of improvement will become more and more difficult to achieve, but because there has been such disparity between pickup trucks and other passenger vehicles, the opportunity for drastic improvements is much greater. Indiana's CIOT program was charged with the mission to specifically target the younger male occupant, as well as pickup truck occupants, and the data indicate that this was accomplished.

As presented in Figure 2, the African-American community achieved higher restraint usage rates than whites, after beginning at just below 69 percent for both segments of the population.

Drawing from the mini-survey results taken during the earned media phase of the campaign and the post-enforcement measure, overall restraint use increased from 62.7 percent to 72.8 percent across all vehicle types.

The telephone baseline and post-campaign surveys likewise revealed measurable gains in respondent awareness of increased enforcement activity, and resulted in an increase in the respondents' perception that the risk of receiving a traffic citation of observed unbelted was much greater than in months past (an increase of 10.8 percent over baseline). When asked if

they were aware of special police efforts to increase belt use, 77.9 percent of the post-campaign respondents answered affirmatively, compared to only 36.2 percent baseline. The number of respondents who strongly agreed that police in their communities were writing more tickets for seatbelt violations than in months past doubled, increasing from 26.4 percent at baseline to 52.7 post-campaign.

Analysis of the BMV surveys revealed that by the conclusion of the enforcement phase of the campaign, 85.3 percent of the survey participants had seen or heard a seatbelt message, representing an increase of 19.1 percentage points over baseline. At the height of enforcement, 80.5 percent of participants acknowledged having seen or heard an enforcement message within the last 30 days. Television was the most likely source of message exposure, followed by radio and newspapers. Although 41.0 percent of all BMV respondents surveyed during the week of enforcement stated they had personally experienced an enforcement activity within the past month, only 15.5 percent of all respondents reported ever having received a ticket for not using a seatbelt. Finally, public awareness of the Click It or Ticket campaign message was evidenced in both the telephone survey and the BMV survey with 90.5 percent of telephone respondents and 78.6 percent of BMV respondents identifying the slogan when asked. These figures represent an increase of more than 30 percentage points on each survey.

Equally important is the opportunity to strengthen and reinforce campaigns directed at drivers and passengers together, such as the “Am I My Brother’s Keeper?” While this program was developed for the African-American community, the observational data indicate that there is a direct correlation between driver and passenger restraint use. Continuing to utilize such a campaign to increase driver/passenger restraint use among the general population could prove to be beneficial.

Based upon the data collected, the Click It or Ticket campaign was very successful in conveying the importance and necessity of wearing seatbelts, and validated that the combined efforts of media and enforcement are the best approach in changing motor vehicle occupants’ behavior. While it is unfortunate and disheartening that the substantial increases achieved in public awareness—as measured by the BMV and telephone surveys—did not carry over into the observational data, the State did move the numbers forward, and in some subsets of populations, such as younger drivers and pickup truck occupants, very definite improvements were accomplished.

A total of 9,644 individuals participated in the five Bureau of Motor Vehicle surveys, and revealed a positive correlation between the perceived chance of getting a ticket if unrestrained and restraint use. An independent analysis of the campaign results from the observational, BMV and telephone surveys produced the same conclusion. Even at the peak of earned and paid media, the respondents' reported knowledge of seatbelt education and awareness did not achieve the same results as those reached during the week of enforcement, nor were usage rates as high without the influence of enforcement. This point reinforces the Click It or Ticket concept that the combined efforts of media and enforcement are necessary to impact and change driver behavior.

As a whole, the Click It or Ticket program proved to be the most effective at changing driver and passenger behavior toward the conclusion of the campaign when enforcement was fully visible, both via media coverage and eye-witness accounts of enforcement zones. Additionally, when the rate of change was measured from the earned media survey to the enforcement mini-survey, many of the driver/passenger populations achieved nearly 10 percentage point increases. Specifically, from the beginning of the campaign in April 2002 to its conclusion in June 2002, the State achieved an increase of 9.1 percentage points (measured in absolute change) among all occupants of passenger cars, 10.6 percentage points among all occupants of pickup trucks, and 10.1 percentage points among all vehicle types.

“Click It or Ticket” Program and Evaluation Time Line Spring 2002 **INDIANA**

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7
	April 21 - 27	April 28 – May 4	May 5 - 11	May 12 - 18	May 19 - 25	May 26 – June 1	June 2 - 8
			EARNED MEDIA				
				PAID MEDIA			
					ENFORCEMENT		
Statewide Observation	Baseline Completed 9/1/01						*Post Survey
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Mini Observation	Prep Week	Baseline 4/28 – 5/4	5/5 – 5/11	5/12 – 5/18	No Surveys	5/26 – 6/01	6/2 – 6/8
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BMV Survey	Prep Week	Baseline 4/30 – 5/2	5/7 – 5/9	5/14 – 5/16	No Surveys	5/28 – 5/30	6/4 – 6/6
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Statewide Telephone Survey		Baseline					Post Survey
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***Post Surveys – BMV and Observational Surveys will be conducted on July 9, 10, and 11, 2002 to measure decay rates.**

Page of

Date: _____

Day: _____

Begin Time: End Time:

[illegible]

Restraint Use

| = Yes, a restraint (helmet) used

— = No, a restraint (helmet) not used

S = Child Seat

U = Unsure

Gender

C=Child (<12)

Y=Young (12-21)

O=Older (22+)

U=Unsure

M=Male

F=Female

U=Unsure

Race

W=White

A=African-American

O=Other

U=Unsure

Pre-Survey Vehicle Count _____

Post-Survey Vehicle Count _____

The Bureau of Motor Vehicles is assisting in a study about seat belts in Indiana. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

1. Your gender: male female
2. Your age: under 21 21 – 34 35 – 54 55 and older
3. Your race: White Black Asian Native American Other
4. Are you of Spanish/Hispanic origin? Yes No
5. What is the Zip Code where you live? _____
6. About how many miles did you drive last year?
Less than 5,000 5,000 – 10,000 10,001 – 15,000 More than 15,000
7. What type of vehicle do you drive most often? (Please choose only one.)
Passenger car Pickup truck Sport utility vehicle Mini-van Full van Other
8. How often do you use seat belts when you drive or ride in a car, pickup truck, sport utility vehicle, or van?
Always Nearly always Sometimes Seldom Never
9. What do you think the chances are of getting a ticket if you don't wear your seat belt?
Always Nearly always Sometimes Seldom Never
10. Do you think that the Indiana State Police enforce the law?
Very strictly Somewhat strictly Not very strictly Rarely Not at all
11. Do you think that the Indiana County Sheriffs enforce the law?
Very strictly Somewhat strictly Not very strictly Rarely Not at all
12. Do you think that the local police enforce the law?
Very strictly Somewhat strictly Not very strictly Rarely Not at all
13. Have you ever received a ticket for not wearing your seat belt? Yes No
14. In the past month, have you seen or heard about a seat belt enforcement zone where police were looking at seat belt use?
Yes No
15. In the past month, have you gone through a seat belt enforcement zone where police were looking at seat belt use?
Yes No
- 16a. Have you recently read, seen, or heard anything about seat belts in Indiana?
Yes No If yes, where did you see or hear about it? (Circle all that apply)
b. Newspaper c. Radio d. TV e. Poster f. Brochure g. Seat Belt Enforcement Zone h. Other
i. If yes, what did it say? _____
17. Do you know the name of any seat belt enforcement program(s) in Indiana? (Circle all that apply):
a. Operation Pull Over b. Click It or Ticket c. Big City/Big County

Thank you very much for taking the time to complete the survey and please buckle up.

El Bureau de Vehículos de motor ayuda en un estudio acerca de cinturones de seguridad a Indiana. Sus respuestas para las siguientes preguntas son voluntarias y anónimas. Por favor complete el escrutinio y entonces puesto a él en la caja ascendente.

1. Su género: El varón La hembra

2. Su edad: Bajo 21 21 – 34 35 – 54 55 y más viejo

3. Su raza: Blanco Negro Asiático Indígena (US) Español o Hispano Otro

4. Su Código postal (Zip): _____

5. ¿Aproximadamente cuántas millas manejo usted el año pasado?

Menos de 5,000 5,000 a 10,000 10,001 a 15,000 Más que 15,000

6. ¿Qué tipo de vehículo maneja usted frecuentemente? (Escoja solamente uno, por favor.)

Automóvil de pasajeros Camioneta (Pickup) Automóvil de recreo (SUV) Pequeña Vagoneta (Mini-van) Vagoneta (Van) Otro

7. ¿Qué tan frecuentemente usa usted el cinturón de seguridad cuándo maneja o es pasajero dentro de un coche, camioneta, automóvil de recreo, vagoneta?

Siempre Casi siempre Algunas veces Rara vez Nunca

8. ¿Qué cree que son las probabilidades de que le den una multa por no usar el cinturón de seguridad?

Siempre Casi siempre Algunas veces Rara vez Nunca

9. ¿Cree usted que la policía de Indiana Estado implementa la ley por no usar el cinturón de seguridad?

Muy estrictamente Un poco estrictamente No muy estrictamente Rara vez Nunca

10. ¿Cree usted que el jefe de policía de condado de Indiana implementa la ley por no usar el cinturón de seguridad?

Muy estrictamente Un poco estrictamente No muy estrictamente Rara vez Nunca

11. ¿Cree usted que la policía de local implementa la ley por no usar el cinturón de seguridad?

Muy estrictamente Un poco estrictamente No muy estrictamente Rara vez Nunca

12. ¿Ha recibido usted alguna vez una multa por no usar su cinturón de seguridad?

Sí No

13. ¿En el mes pasado, ha usted visto o oído sobre un punto de inspección donde la policía estaba chequeando el uso de cinturones de seguridad?

Sí No

14. ¿En el mes anterior ha usted pasado a través de un punto de inspección donde la policía estaba chequeando el uso de cinturones de seguridad?

Sí No

15. ¿Ha leído, visto o oído usted recientemente algo sobre cinturones de seguridad en Indiana?

Sí **Sí, contesto sí, ¿Dónde lo vio o oyó? (Marque todas las casillas que correspondan):**

Periódico Radio Televisión Carteles Folleto Punto de Ejecución del Cinturón de seguridad Otro

¿Si contesto sí, Qué decía? _____

No

16. ¿Conoce usted el nombre de algún programa(s) de la ley de cinturones de seguridad(s) en Indiana? (Marque todas las casillas que correspondan):

El tirón de operación Encima Dé un clic sobre Eso o Ticket El grande del Ciudad / condado

Muchas gracias por tomarse el tiempo para completar el escrutinio y por favor abróchese arriba.

Spring 2002 Bureau of Motor Vehicles Summary of Survey Responses

Survey Question	Response	Baseline Survey (April 30-May 2) N=2,044		Earned Media (May 7-9) N=1,973		Paid Media (May 14-16) N=1,928		Enforcement (May 28-30) N=1,919		Post-Campaign (July 9-11) N=1,780	
		n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
1. Your Gender	Male	976	47.7%	1,043	52.9%	959	49.7%	961	50.1%	907	51.0%
	Female	1,007	49.3%	876	44.4%	912	47.3%	895	46.6%	813	45.7%
2. Your Age	Under 21	135	6.6%	145	7.3%	195	10.1%	216	11.3%	157	8.8%
	21-34	646	31.6%	604	30.6%	579	30.0%	549	28.6%	515	28.9%
	35-54	821	40.2%	746	37.8%	703	36.5%	795	41.4%	687	38.6%
	55 and older	418	20.5%	458	23.2%	430	22.3%	345	18.0%	405	22.8%
3. Your Race	White	1,599	78.2%	1,540	78.1%	1,502	77.9%	1,534	79.9%	1,444	81.1%
	Black	218	10.7%	211	10.7%	177	9.2%	210	10.9%	160	9.0%
	Asian	22	1.1%	34	1.7%	22	1.1%	16	0.8%	28	1.6%
	Native American	10	0.5%	15	0.8%	10	0.5%	10	0.5%	19	1.1%
	Other	67	3.3%	66	3.3%	66	3.4%	105	5.5%	107	6.0%
4. Are You of Spanish/ Hispanic Origin	Yes	183	9.0%	168	8.5%	174	9.0%	144	7.5%	128	7.2%
	No	1,775	86.8%	1,707	86.5%	1,672	86.7%	1,701	88.6%	1,591	89.4%
5. Zip Code Question Omitted											
6. About How Many Miles Did You Drive Last Year	Less than 5,000	458	22.4%	401	20.3%	458	23.8%	413	21.5%	357	20.1%
	5,000-10,000	581	28.4%	605	30.7%	592	30.7%	598	31.2%	565	31.7%
	10,001-15,000	485	23.7%	470	23.8%	449	23.3%	454	23.7%	459	25.8%
	More than 15,000	458	22.4%	437	22.1%	365	18.9%	417	21.7%	360	20.2%
7. What Type of Vehicle Do You Drive Most Often	Passenger Car	1,078	52.7%	1,027	52.1%	1,023	53.1%	1,002	52.2%	920	51.7%
	Pickup Truck	376	18.4%	372	18.9%	342	17.7%	361	18.8%	317	17.8%
	Sport Utility Vehicle	240	11.7%	215	10.9%	214	11.1%	220	11.5%	247	13.9%
	Minivan	171	8.4%	148	7.5%	176	9.1%	170	8.9%	159	8.9%
	Full Size Van	57	2.8%	66	3.3%	37	1.9%	46	2.4%	45	2.5%
	Other	42	2.1%	53	2.7%	64	3.3%	53	2.8%	40	2.2%
8. How Often Do You Use Seatbelts When You Drive or Ride in a Car, Pickup Truck, Sport Utility Vehicle, or Van	Always	1,379	67.5%	1,276	64.7%	1,343	69.7%	1,346	70.1%	1,285	72.2%
	Nearly Always	354	17.3%	358	18.1%	304	15.8%	307	16.0%	262	14.7%
	Sometimes	162	7.9%	188	9.5%	145	7.5%	157	8.2%	133	7.5%
	Seldom	75	3.7%	62	3.1%	66	3.4%	59	3.1%	48	2.7%
	Never	58	2.8%	64	3.2%	47	2.4%	33	1.7%	39	2.2%
9. What Do You Think the Chances Are of Getting a Ticket If You Don't Wear Your Seatbelt	Always	455	22.3%	423	21.4%	477	24.7%	440	22.9%	416	23.4%
	Nearly Always	348	17.0%	351	17.8%	339	17.6%	338	17.6%	361	20.3%
	Sometimes	790	38.6%	778	39.4%	673	34.9%	725	37.8%	627	35.2%
	Seldom	282	13.8%	264	13.4%	301	15.6%	261	13.6%	249	14.0%
	Never	137	6.7%	126	6.4%	111	5.8%	122	6.4%	107	6.0%
10. Do You Think that the Indiana State Police Enforce the Seatbelt Law	Very Strictly	622	30.4%	551	27.9%	563	29.2%	625	32.6%	543	30.5%
	Somewhat Strictly	962	47.1%	989	50.1%	927	48.1%	912	47.5%	872	49.0%
	Not Very Strictly	316	15.5%	295	15.0%	277	14.4%	265	13.8%	252	14.2%
	Rarely	79	3.9%	67	3.4%	83	4.3%	61	3.2%	58	3.3%
	Not at All	25	1.2%	23	1.2%	34	1.8%	18	0.9%	12	0.7%
11. Do You Think that the Indiana County Sheriffs Enforce the Seatbelt Law	Very Strictly	603	29.5%	517	26.2%	502	26.0%	594	31.0%	488	27.4%
	Somewhat Strictly	934	45.7%	933	47.3%	899	46.6%	869	45.3%	871	48.9%
	Not Very Strictly	335	16.4%	343	17.4%	325	16.9%	310	16.2%	273	15.3%
	Rarely	102	5.0%	81	4.1%	103	5.3%	84	4.4%	75	4.2%
	Not at All	26	1.3%	37	1.9%	34	1.8%	19	1.0%	16	0.9%
12. Do You Think that the Local Police Enforce the Seatbelt Law	Very Strictly	600	29.4%	533	27.0%	507	26.3%	574	29.9%	509	28.6%
	Somewhat Strictly	906	44.3%	892	45.2%	888	46.1%	835	43.5%	815	45.8%
	Not Very Strictly	314	15.4%	343	17.4%	317	16.4%	325	16.9%	288	16.2%
	Rarely	112	5.5%	93	4.7%	113	5.9%	105	5.5%	87	4.9%
	Not at All	37	1.8%	33	1.7%	43	2.2%	33	1.7%	28	1.6%

Survey Question	Response	Baseline Survey (April 30-May 2) N=2,044		Earned Media (May 7-9) N=1,973		Paid Media (May 14-16) N=1,928		Enforcement (May 28-30) N=1,919		Post-Campaign (July 9-11) N=1,780	
		n	Percent	n	Percent	n	Percent	n	Percent	n	Percent
13. Have You Ever Received a Ticket for Not Wearing Your Seatbelt	Yes	308	15.1%	326	16.5%	283	14.7%	297	15.5%	241	13.5%
	No	1,702	83.3%	1,612	81.7%	1,616	83.8%	1,582	82.4%	1,501	84.3%
14. In the Past Month, Have You Seen or Heard About a Seatbelt Enforcement Zone Where Police Were Looking at Seatbelt Use	Yes	934	45.7%	909	46.1%	984	51.0%	1,544	80.5%	1,329	74.7%
	No	1,084	53.0%	1,039	52.7%	933	48.4%	361	18.8%	438	24.6%
15. In the Past Month, Have You Gone Through a Seatbelt Enforcement Zone Where Police Were Looking at Seatbelt Use	Yes	348	17.0%	389	19.7%	325	16.9%	787	41.0%	656	36.9%
	No	1,657	81.1%	1,553	78.7%	1,583	82.1%	1,109	57.8%	1,107	62.2%
16a. Have You Recently Read, Seen, or Heard Anything About Seatbelts in Indiana	Yes	1,353	66.2%	1,297	65.7%	1,446	75.0%	1,673	87.2%	1,519	85.3%
	No	599	29.3%	571	28.9%	401	20.8%	186	9.7%	220	12.4%
16b. If Yes, Where Did You See or Hear About Seatbelts	Newspaper	452	22.1%	401	20.3%	383	19.9%	620	32.3%	598	33.6%
16c. If Yes, Where Did You See or Hear About Seatbelts	Radio	424	20.7%	383	19.4%	527	27.3%	805	41.9%	606	34.0%
16d. If Yes, Where Did You See or Hear About Seatbelts	TV	787	38.5%	756	38.3%	865	44.9%	1,151	60.0%	996	56.0%
16e. If Yes, Where Did You See or Hear About Seatbelts	Poster	299	14.6%	302	15.3%	350	18.2%	497	25.9%	436	24.5%
16f. If Yes, Where Did You See or Hear About Seatbelts	Brochure	41	2.0%	54	2.7%	51	2.6%	80	4.2%	52	2.9%
16g. If Yes, Where Did You See or Hear About Seatbelts	Seat Belt Enforcement Zone	137	6.7%	142	7.2%	117	6.1%	361	18.8%	325	18.3%
16h. If Yes, Where Did You See or Hear About Seatbelts	Other	113	5.5%	108	5.5%	124	6.4%	132	6.9%	136	7.6%
17a. Do You Know the Name of Any Seatbelt Enforcement Program(s) in Indiana	Operation Pullover	652	31.9%	615	31.2%	536	27.8%	458	23.9%	413	23.2%
17b. Do You Know the Name of Any Seatbelt Enforcement Program(s) in Indiana	Click It or Ticket	1,015	49.7%	989	50.1%	1,148	59.5%	1,550	80.8%	1,399	78.6%
17c. Do You Know the Name of Any Seatbelt Enforcement Program(s) in Indiana	Big City/Big County	44	2.2%	38	1.9%	29	1.5%	16	0.8%	21	1.2%

Spring 2002 Summary of Telephone Survey Results

SCR1. First of all, what county do you live in?

	Baseline (N=1,151)		Post-Survey (N=1,012)		% Increase (Decrease)
Adams	1	0.1%	3	0.3%	0.2%
Allen	55	4.8%	54	5.3%	0.6%
Bartholowew	22	1.9%	12	1.2%	-0.7%
Benton	2	0.2%	3	0.3%	0.1%
Blackford	4	0.3%	3	0.3%	-0.1%
Boone	5	0.4%	7	0.7%	0.3%
Brown	3	0.3%	4	0.4%	0.1%
Carroll	2	0.2%	0	0.0%	-0.2%
Cass	9	0.8%	13	1.3%	0.5%
Clark	16	1.4%	16	1.6%	0.2%
Clay	5	0.4%	3	0.3%	-0.1%
Clinton	9	0.8%	4	0.4%	-0.4%
Crawford	5	0.4%	3	0.3%	-0.1%
Daviess	17	1.5%	7	0.7%	-0.8%
Dearborn	10	0.9%	10	1.0%	0.1%
Decatur	7	0.6%	3	0.3%	-0.3%
Dekalb	12	1.0%	5	0.5%	-0.5%
Delaware	20	1.7%	20	2.0%	0.2%
Dubois	15	1.3%	15	1.5%	0.2%
Elkhart	29	2.5%	29	2.9%	0.3%
Fayette	6	0.5%	8	0.8%	0.3%
Floyd	13	1.1%	12	1.2%	0.1%
Fountain	6	0.5%	3	0.3%	-0.2%
Franklin	3	0.3%	4	0.4%	0.1%
Fulton	3	0.3%	4	0.4%	0.1%
Gibson	6	0.5%	7	0.7%	0.2%
Grant	12	1.0%	12	1.2%	0.1%
Greene	3	0.3%		0.0%	-0.3%
Hamilton	38	3.3%	29	2.9%	-0.4%
Hancock	10	0.9%	5	0.5%	-0.4%
Harrison	4	0.3%	5	0.5%	0.1%
Hendricks	26	2.3%	17	1.7%	-0.6%
Henry	17	1.5%	9	0.9%	-0.6%
Howard	14	1.2%	14	1.4%	0.2%
Huntington	2	0.2%	3	0.3%	0.1%
Jackson	4	0.3%	3	0.3%	-0.1%
Jasper	8	0.7%	5	0.5%	-0.2%
Jay	5	0.4%	1	0.1%	-0.3%
Jefferson	2	0.2%	3	0.3%	0.1%
Jennings	8	0.7%	6	0.6%	-0.1%
Johnson	21	1.8%	19	1.9%	0.1%
Knox	5	0.4%	6	0.6%	0.2%
Kosciusko	15	1.3%	12	1.2%	-0.1%
Lagrange	9	0.8%	3	0.3%	-0.5%
Lake	88	7.6%	78	7.7%	0.1%
Laporte	19	1.7%	19	1.9%	0.2%
Lawrence	7	0.6%	6	0.6%	0.0%

	Baseline (N=1,151)		Post-Survey (N=1,012)		% Increase (Decrease)
Madison	24	2.1%	20	2.0%	-0.1%
Marion	157	13.6%	143	14.1%	0.5%
Marshall	1	0.1%	4	0.4%	0.3%
Martin	11	1.0%	3	0.3%	-0.7%
Miami	8	0.7%	6	0.6%	-0.1%
Monroe	21	1.8%	21	2.1%	0.3%
Montgomery	17	1.5%	4	0.4%	-1.1%
Morgan	13	1.1%	16	1.6%	0.5%
Newton	3	0.3%	4	0.4%	0.1%
Noble	9	0.8%	8	0.8%	0.0%
Ohio	1	0.1%	1	0.1%	0.0%
Orange	3	0.3%	3	0.3%	0.0%
Owen	7	0.6%	4	0.4%	-0.2%
Parke	5	0.4%	2	0.2%	-0.2%
Perry	3	0.3%	1	0.1%	-0.2%
Pike	1	0.1%	2	0.2%	0.1%
Porter	24	2.1%	24	2.4%	0.3%
Posey	4	0.3%	5	0.5%	0.1%
Pulaski	2	0.2%	2	0.2%	0.0%
Putnam	7	0.6%	4	0.4%	-0.2%
Randolph	8	0.7%	6	0.6%	-0.1%
Ripley	3	0.3%	3	0.3%	0.0%
Rush	5	0.4%	4	0.4%	0.0%
St. Joseph	44	3.8%	44	4.3%	0.5%
Scott	2	0.2%	2	0.2%	0.0%
Shelby	2	0.2%	4	0.4%	0.2%
Spencer	6	0.5%	4	0.4%	-0.1%
Starke	5	0.4%	5	0.5%	0.1%
Steuben	5	0.4%	9	0.9%	0.5%
Sullivan	0	0.0%	0	0.0%	0.0%
Switzerland	0	0.0%	1	0.1%	0.1%
Tippecanoe	26	2.3%	26	2.6%	0.3%
Tipton	3	0.3%	5	0.5%	0.2%
Union	1	0.1%	3	0.3%	0.2%
Vanderburgh	28	2.4%	28	2.8%	0.3%
Vermillion	9	0.8%	5	0.5%	-0.3%
Vigo	18	1.6%	18	1.8%	0.2%
Wabash	10	0.9%	5	0.5%	-0.4%
Warren	4	0.3%	3	0.3%	-0.1%
Warrick	9	0.8%	11	1.1%	0.3%
Washington	9	0.8%	7	0.7%	-0.1%
Wayne	12	1.0%	15	1.5%	0.4%
Wells	10	0.9%	8	0.8%	-0.1%
White	5	0.4%	5	0.5%	0.1%
Whitley	4	0.3%	7	0.7%	0.3%

SCR2. Record Respondent Gender

	Baseline		Post-Survey		% Increase (Decrease)
Male	541	47.0%	487	48.1%	1.1%
Female	610	53.0%	525	51.9%	-1.1%

SCR3. What is your age?

	Baseline		Post-Survey		% Increase (Decrease)
18-20	67	5.8%	63	6.2%	0.4%
21-34	289	25.1%	268	26.5%	1.4%
35-54	453	39.4%	400	39.5%	0.2%
55+	342	29.7%	281	27.8%	-1.9%

SCR4. What is your race or ethnic identity? Would you say...

	Baseline		Post-Survey		% Increase (Decrease)
White/Caucasian	1,024	89.0%	877	86.7%	-2.3%
Black/African-American	76	6.6%	88	8.7%	2.1%
Hispanic/Latino(a)	18	1.6%	22	2.2%	0.6%
Asian	11	1.0%	7	0.7%	-0.3%
Native Hawaiian or other Pacific Islander	1	0.1%	3	0.3%	0.2%
American Indian/Native American/Alaskan					
Native	5	0.4%	7	0.7%	0.3%
Other	16	1.4%	8	0.8%	-0.6%

1. How often do you drive or ride in a motor vehicle? Would you say every day, a few days a week, a few days a month, a few days a year, or do you never drive?

	Baseline		Post-Survey		% Increase (Decrease)
Everyday	1,014	88.1%	897	88.6%	0.5%
A few days a week	120	10.4%	106	10.5%	0.0%
A few days a month	16	1.4%	7	0.7%	-0.7%
A few days a year	1	0.1%	2	0.2%	0.1%

2. Is the vehicle you most often drive or ride in a car, van or minivan, motorcycle, sport utility vehicle, pickup truck, or some other type of vehicle?

	Baseline		Post-Survey		% Increase (Decrease)
Car	671	58.3%	598	59.1%	0.8%
Van or minivan	137	11.9%	112	11.1%	-0.8%
Motorcycle	3	0.3%	4	0.4%	0.1%
Sport Utility Vehicle (SUV)	134	11.6%	108	10.7%	-1.0%
Pickup truck	181	15.7%	178	17.6%	1.9%
Other type of vehicle	25	2.2%	12	1.2%	-1.0%

3. Are the seatbelts in the front seat of the vehicle you most often drive or ride in lap belts only, lap belts plus shoulder belts that are not connected together, or lap belts and shoulder belts that are connected together?

	Baseline		Post-Survey		% Increase (Decrease)
Lap belts only	14	1.2%	17	1.7%	0.5%
Lap belts plus shoulder belts- Not connected	68	5.9%	69	6.8%	0.9%
Lap belts plus shoulder belts - connected	1,053	91.7%	906	89.9%	-1.8%
Don't know	11	1.0%	15	1.5%	0.5%
No answer/Refuse	2	0.2%	1	0.1%	-0.1%

7. When driving or riding in this___ how often do you wear your seatbelt? Would you say...

	Baseline		Post-Survey		% Increase (Decrease)
All of the time	812	77.2%	720	79.5%	2.3%
Most of the time	125	11.9%	97	10.7%	-1.2%
Some of the time	67	6.4%	52	5.7%	-0.6%
Never	48	4.6%	37	4.1%	-0.5%

7a. Do you typically wear your shoulder belt over your shoulder, under your arm, behind your back, or some other way?

	Baseline		Post-Survey		% Increase (Decrease)
Over your shoulder	977	93.2%	839	93.2%	0.0%
Under your arm	33	3.1%	33	3.7%	0.5%
Behind your back	5	0.5%	10	1.1%	0.6%
Some other way	16	1.5%	9	1.0%	-0.5%
Don't know	17	1.6%	9	1.0%	-0.6%

8. When was the last time you did NOT wear your seatbelt when driving or riding in a motor vehicle? Was it...

	Baseline		Post-Survey		% Increase (Decrease)
Within the past day	197	17.2%	128	12.7%	-4.5%
Within the past week	98	8.6%	90	8.9%	0.4%
Within the past month	73	6.4%	89	8.8%	2.5%
Withing the past year	75	6.5%	61	6.1%	-0.5%
A year or more ago/I always wear my seatbelt	635	55.4%	587	58.3%	2.9%
Don't know/Don't recall	68	5.9%	51	5.1%	-0.9%

9. In the past 30 days, has your use of seatbelts when driving or riding in your___ increased, decreased, or stayed about the same?

	Baseline		Post-Survey		% Increase (Decrease)
Increased	69	6.0%	103	10.2%	4.2%
Decreased	10	0.9%	7	0.7%	-0.2%
Stayed about the same	1,064	92.7%	895	88.8%	-3.9%
Don't know	5	0.4%	3	0.3%	-0.1%

10. What caused your use of seatbelts to increase?

	Baseline		Post-Survey		% Increase (Decrease)
Don't know	4	5.8%	2	1.9%	-3.9%
Don't want to get a ticket	3	4.3%	12	11.7%	7.3%
Don't want to get hurt/in wreck	1	1.4%	0	0.0%	-1.4%
Got a ticket	10	14.5%	7	6.8%	-7.7%
Had a child/Children	5	7.2%	2	1.9%	-5.3%
Increased awareness of safety	14	20.3%	18	17.5%	-2.8%
Increased surveillance	0	0.0%	1	1.0%	1.0%
Influence/Pressure from others	2	2.9%	5	4.9%	2.0%
Job requirement/Cop	4	5.8%	3	2.9%	-2.9%
Just remember to put it on more often now	0	0.0%	2	1.9%	1.9%
Know someone who was in a crash/accident	4	5.8%	2	1.9%	-3.9%
My wife/Husband/Children reminding me	0	0.0%	2	1.9%	1.9%
New car with automatic belt	0	0.0%	1	1.0%	1.0%
New car with buzzer that sounds if you don't wear belt	0	0.0%	1	1.0%	1.0%
New seatbelt laws	0	0.0%	1	1.0%	1.0%
No answer/Refuse	0	0.0%	1	1.0%	1.0%
Not exempt from law as I previously believed	0	0.0%	1	1.0%	1.0%
Personal decision/Age	4	5.8%	0	0.0%	-5.8%
Read an educational or media message about seatbelt use	1	1.4%	0	0.0%	-1.4%
Saw an educational or media message about seatbelt use	0	0.0%	4	3.9%	3.9%
Saw an enforcement zone/Click-it or Ticket/Operation Pullover	0	0.0%	7	6.8%	6.8%
Seat belt law	11	15.9%	27	26.2%	10.3%
Severe weather	2	2.9%	0	0.0%	-2.9%
Something else (1)	0	0.0%	1	1.0%	1.0%
Was in crash/accident	4	5.8%	2	1.9%	-3.9%
Went on vacation to another state	0	0.0%	1	1.0%	1.0%

11. Does Indiana have a law requiring seatbelt use by adults?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	1,097	95.3%	961	95.0%	-0.3%
No	24	2.1%	31	3.1%	1.0%
Don't know	30	2.6%	20	2.0%	-0.6%

12. Assume that you do not use you do not use your seatbelt at all while driving for the next 6 months. How likely do you think you will be to receive a ticket for not wearing a seatbelt? Would you say...

	Baseline		Post-Survey		% Increase (Decrease)
Very likely	358	31.2%	423	42.0%	10.8%
Somewhat likely	282	24.6%	254	25.2%	0.6%
Somewhat unlikely	182	15.9%	113	11.2%	-4.6%
Very unlikely	251	21.9%	159	15.8%	-6.1%
Don't know	73	6.4%	56	5.6%	-0.8%
No answer/Refuse	2	0.2%	3	0.3%	0.1%

12a. Can law enforcement officers stop a vehicle if they observe a seatbelt violation or do they have to observe some other offense first in order to stop a vehicle?

	Baseline		Post-Survey		% Increase (Decrease)
Can stop for just a seatbelt violation	879	76.4%	817	80.7%	4.3%
Must observe another offense first	141	12.3%	90	8.9%	-3.4%
Don't know	130	11.3%	105	10.4%	-0.9%

12b. In your opinion, should law enforcement officers be allowed to ticket someone for not wearing their seatbelt?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	717	62.3%	639	63.3%	1.0%
No	382	33.2%	336	33.3%	0.1%
Don't know	51	4.4%	34	3.4%	-1.1%

12c. In your opinion, should drivers and passengers in pickup trucks be required to wear seatbelts?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	856	74.4%	728	72.2%	-2.2%
No	255	22.2%	248	24.6%	2.4%
Don't know	40	3.5%	33	3.3%	-0.2%

12d. In your opinion, should passengers in other types of vehicles be required to wear a seatbelt even if they are sitting in the backseat?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	822	71.4%	714	70.7%	-0.7%
No	291	25.3%	263	26.0%	0.8%
Don't know	38	3.3%	33	3.3%	0.0%

13. Have you ever received a ticket for not wearing a seatbelt?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	146	12.7%	132	13.0%	0.4%
No	1,005	87.3%	879	86.9%	-0.5%
Don't know	0	0.0%	1	0.1%	0.1%

14. How long ago did you receive a ticket for not wearing a seatbelt?

	Baseline		Post-Survey		% Increase (Decrease)
1-113 Days ago	4	2.7%	1	0.8%	-2.0%
1-8 Weeks ago	7	4.8%	8	6.1%	1.3%
1-12 Months ago	40	27.4%	22	16.8%	-10.6%
1-5 Years ago	61	41.8%	76	58.0%	16.2%
6-17 Years ago	32	21.9%	24	18.3%	-3.6%
Don't know	2	1.4%	0	0.0%	-1.4%

15a. Seatbelts are just as likely to harm you as help you.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	180	15.6%	146	14.5%	-1.2%
Somewhat agree	273	23.7%	216	21.4%	-2.3%
Somewhat disagree	213	18.5%	181	17.9%	-0.6%
Strongly disagree	451	39.2%	435	43.1%	3.9%
Don't know	33	2.9%	32	3.2%	0.3%

15b. If I was in an accident, I would want to have my seatbelt on.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	912	79.2%	799	79.0%	-0.3%
Somewhat agree	144	12.5%	109	10.8%	-1.7%
Somewhat disagree	25	2.2%	41	4.1%	1.9%
Strongly disagree	40	3.5%	37	3.7%	0.2%
Don't know	30	2.6%	26	2.6%	0.0%

15c. Law enforcement officers in my community generally will not bother to write tickets for seatbelt violations.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	182	15.8%	100	9.9%	-5.9%
Somewhat agree	191	16.6%	143	14.1%	-2.5%
Somewhat disagree	192	16.7%	190	18.8%	2.1%
Strongly disagree	354	30.8%	407	40.2%	9.5%
Don't know	232	20.2%	172	17.0%	-3.2%

15d. It is important for law enforcement officers to enforce seatbelt laws.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	661	57.5%	600	59.3%	1.8%
Somewhat agree	252	21.9%	192	19.0%	-2.9%
Somewhat disagree	84	7.3%	78	7.7%	0.4%
Strongly disagree	130	11.3%	124	12.3%	1.0%
Don't know	22	1.9%	17	1.7%	-0.2%

15e. Putting on a seatbelt makes me worry about being in an accident.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	78	6.8%	68	6.7%	-0.1%
Somewhat agree	55	4.8%	57	5.6%	0.8%
Somewhat disagree	177	15.4%	146	14.5%	-1.0%
Strongly disagree	827	72.1%	725	71.8%	-0.3%
Don't know	10	0.9%	14	1.4%	0.5%

15f. Law enforcement officers in my community are writing more seatbelt tickets now than they were a few months ago.

	Baseline		Post-Survey		% Increase (Decrease)
Strongly agree	303	26.4%	533	52.7%	26.3%
Somewhat agree	172	15.0%	179	17.7%	2.7%
Somewhat disagree	125	10.9%	44	4.3%	-6.6%
Strongly disagree	67	5.8%	34	3.4%	-2.5%
Don't know	480	41.8%	222	21.9%	-19.9%

16. In the past 30 days, have you seen, read, or heard of any special efforts by law enforcement officers to ticket drivers for seatbelt violations?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	417	36.2%	788	77.9%	41.6%
No	692	60.1%	199	19.7%	-40.5%
Don't know	42	3.6%	25	2.5%	-1.2%

16a. Where did you see, read, or heard about this special effort by law enforcement?

	Baseline		Post-Survey		% Increase (Decrease)
TV	107	25.7%	229	29.1%	3.4%
Radio	32	7.7%	67	8.5%	0.8%
Friend/Relative	42	10.1%	51	6.5%	-3.6%
Other	228	54.8%	431	54.8%	0.0%
Don't know	7	1.7%	8	1.0%	-0.7%

16c. In the past 30 days, have you seen, read, or heard anything about law enforcement officers setting up seatbelt enforcement zones in your community? By seatbelt enforcement zone, we mean...

	Baseline		Post-Survey		% Increase (Decrease)
Yes	240	20.9%	694	68.8%	47.9%
No	871	75.7%	296	29.3%	-46.4%
Don't know	39	3.4%	19	1.9%	-1.5%

16e. Where did you see, read or hear about seatbelt enforcement zones?

	Baseline		Post-Survey		% Increase (Decrease)
TV	56	23.6%	122	17.9%	-5.7%
Radio	17	7.2%	42	6.2%	-1.0%
Friend/Relative	28	11.8%	70	10.3%	-1.5%
Respondent saw an enforcement zone	45	19.0%	217	31.9%	12.9%
Other	86	36.3%	213	31.3%	-5.0%
Don't know	5	2.1%	17	2.5%	0.4%

16g. In the past 30 days, did you personally see any enforcement zones where law enforcement officers were observing whether drivers and/or passengers were wearing seatbelts? By seatbelt enforcement zone...

	Baseline		Post-Survey		% Increase (Decrease)
Yes	127	11.1%	431	43.3%	32.2%
No	1,002	87.2%	549	55.1%	-32.1%
Don't know	20	1.7%	16	1.6%	-0.1%

16h. In the past 30 days, did you drive or ride through a seatbelt enforcement zone where law enforcement officers were observing whether drivers and/or passengers were wearing seatbelts? By seatbelt enforcement zone...

	Baseline		Post-Survey		% Increase (Decrease)
Yes	78	61.9%	325	76.5%	14.6%
No	47	37.3%	100	23.5%	-13.8%
Don't know	1	0.8%	0	0.0%	-0.8%

17. In the past 30 days, have you seen, read, or heard of any special efforts by law enforcement officers to ticket drivers if children are not properly restrained in a vehicle?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	342	29.7%	509	50.4%	20.7%
No	773	67.2%	467	46.2%	-20.9%
Don't know	36	3.1%	34	3.4%	0.2%

18. In the past 30 days, have you seen, read, or heard any educational or media messages that encourage people to wear their seatbelts?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	665	57.8%	714	70.6%	12.8%
No	457	39.7%	272	26.9%	-12.8%
Don't know	29	2.5%	25	2.5%	0.0%

19a. Where did you see, read, or hear these educational or media messages?

	Baseline		Post-Survey		% Increase (Decrease)
TV	383	57.6%	425	59.6%	2.0%
Radio	36	5.4%	66	9.3%	3.8%
Billboard	147	22.1%	112	15.7%	-6.4%
Friend/Relative	2	0.3%	5	0.7%	0.4%
Newspaper	54	8.1%	74	10.4%	2.3%
Other	35	5.3%	29	4.1%	-1.2%
Don't know	8	1.2%	2	0.3%	-0.9%

21. Would you say the number of seatbelt messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about usual?

	Baseline		Post-Survey		% Increase (Decrease)
More than usual	104	9.0%	466	46.0%	37.0%
Fewer than usual	24	4.3%	12	1.8%	-2.5%
About usual	409	74.1%	173	26.3%	-47.8%
Don't know	15	2.7%	7	1.1%	-1.7%

22. How important do you think it is for the State of Indiana to enforce seatbelt laws for ADULTS more strictly? Would you say it is...

	Baseline		Post-Survey		% Increase (Decrease)
Very important	546	47.6%	530	52.6%	4.9%
Somewhat important	370	32.3%	259	25.7%	-6.6%
Somewhat unimportant	108	9.4%	100	9.9%	0.5%
Very unimportant	108	9.4%	108	10.7%	1.3%
Don't know	14	1.2%	11	1.1%	-0.1%

23. In the past 30 days, have you seen, read, or heard any educational or media messages encouraging adults to make sure that children are properly restrained in a vehicle?

	Baseline		Post-Survey		% Increase (Decrease)
Yes	539	46.9%	598	59.1%	12.3%
No	565	49.1%	381	37.7%	-11.4%
Don't know	46	4.0%	32	3.2%	-0.8%

25. How important do you think it is for the State of Indiana to enforce seatbelt laws for children more strictly? Would you say it is...

	Baseline		Post-Survey		% Increase (Decrease)
Very important	996	87.1%	858	85.7%	-1.3%
Somewhat important	118	10.3%	99	9.9%	-0.4%
Somewhat unimportant	8	0.7%	16	1.6%	0.9%
Very unimportant	16	1.4%	18	1.8%	0.4%
Don't know	6	0.5%	10	1.0%	0.5%

26. In the past 30 days, have you seen, read, or heard any of the following slogans?

26a. Am I my brother's keeper?					
	Baseline		Post-Survey		% Increase (Decrease)
Yes	213	18.5%	308	30.4%	11.9%
No	925	80.4%	691	68.3%	-12.1%
Don't know	13	1.1%	13	1.3%	0.2%
26b. Operation Pullover					
	Baseline		Post-Survey		% Increase (Decrease)
Yes	560	48.7%	555	54.8%	6.2%
No	568	49.3%	438	43.3%	-6.1%
Don't know	23	2.0%	19	1.9%	-0.1%

26c. Friends don't let friends drive drunk	Baseline		Post-Survey		% Increase (Decrease)
	Yes	1,013 88.0%	849 83.9%		-4.1%
	No	133 11.6%	151 14.9%		3.4%
	Don't know	5 0.4%	12 1.2%		0.8%
26d. Click It or Ticket	Baseline		Post-Survey		% Increase (Decrease)
	Yes	662 57.5%	916 90.5%		33.0%
	No	477 41.4%	94 9.3%		-32.2%
	Don't know	12 1.0%	2 0.2%		-0.8%
26e. America buckles up children	Baseline		Post-Survey		% Increase (Decrease)
	Yes	121 10.5%	123 12.2%		1.6%
	No	1,007 87.5%	873 86.3%		-1.2%
	Don't know	23 2.0%	16 1.6%		-0.4%
26f. Buckle up America	Baseline		Post-Survey		% Increase (Decrease)
	Yes	576 50.0%	484 47.8%		-2.2%
	No	553 48.0%	508 50.2%		2.2%
	Don't know	22 1.9%	20 2.0%		0.1%
26g. Everyone buckled, kids in back	Baseline		Post-Survey		% Increase (Decrease)
	Yes	198 17.2%	209 20.7%		3.4%
	No	935 81.2%	787 77.8%		-3.5%
	Don't know	18 1.6%	16 1.6%		0.0%
26h. Is your family buckled up?	Baseline		Post-Survey		% Increase (Decrease)
	Yes	359 31.2%	383 37.8%		6.7%
	No	772 67.1%	607 60.0%		-7.1%
	Don't know	20 1.7%	22 2.2%		0.4%
26i. You drink, you drive, you lose	Baseline		Post-Survey		% Increase (Decrease)
	Yes	674 58.6%	594 58.7%		0.1%
	No	454 39.4%	403 39.8%		0.4%
	Don't know	23 2.0%	15 1.5%		-0.5%
27. If you wanted to receive information on how to protect children in a motor vehicle, where would you like to be able to get that information?					
		Baseline	Post-Survey	% Increase (Decrease)	
AAA/Auto club		3 0.2%	1 0.1%	-0.1%	
Advertisement (General)/PSA's		0 0.0%	3 0.2%	0.2%	
Babies 'R' Us		0 0.0%	1 0.1%	0.1%	
Bank		7 0.4%	1 0.1%	-0.3%	
Billboard		15 0.8%	10 0.8%	0.1%	
BMV		259 13.2%	176 14.3%	1.2%	
Books		0 0.0%	1 0.1%	0.1%	
Brochure		0 0.0%	1 0.1%	0.1%	
Car dealer/Owner's manual		16 0.8%	9 0.7%	-0.1%	
Car visor		4 0.2%	0 0.0%	-0.2%	

	Baseline		Post-Survey		% Increase (Decrease)
Childcare/Daycare	10	0.5%	14	1.1%	0.6%
City buildings	0	0.0%	1	0.1%	0.1%
Clinic	16	0.8%	13	1.1%	0.2%
Community Center	1	0.1%	1	0.1%	0.0%
Court house	0	0.0%	4	0.3%	0.3%
Department of Health	0	0.0%	2	0.2%	0.2%
Department of Transportation	0	0.0%	7	0.6%	0.6%
Doctor (unspecified)	46	2.3%	64	5.2%	2.9%
Don't know	147	7.5%	142	11.6%	4.1%
Employment office	0	0.0%	1	0.1%	0.1%
Friends with children	0	0.0%	3	0.2%	0.2%
From Criminal Justice Institute	0	0.0%	1	0.1%	0.1%
Gas station	21	1.1%	13	1.1%	0.0%
Grocery/Department/Drug stores	88	4.5%	46	3.7%	-0.7%
Hospital	14	0.7%	6	0.5%	-0.2%
Insurance agent	8	0.4%	1	0.1%	-0.3%
Library	135	6.9%	83	6.8%	-0.1%
Local law offices	0	0.0%	1	0.1%	0.1%
Magazine	26	1.3%	22	1.8%	0.5%
Mail/Home	97	4.9%	87	7.1%	2.2%
Malls	0	0.0%	5	0.4%	0.4%
Newspaper	121	6.1%	143	11.7%	5.5%
No answer/Refuse	91	4.6%	0	0.0%	-4.6%
Nurse	12	0.6%	39	3.2%	2.6%
Other	44	2.2%	7	0.6%	-1.7%
Over the telephone	0	0.0%	1	0.1%	0.1%
Pamphlet/Flyer	7	0.4%	10	0.8%	0.5%
Pediatrician	45	2.3%	64	5.2%	2.9%
Pharmacy	1	0.1%	0	0.0%	-0.1%
Phone Book	3	0.2%	0	0.0%	-0.2%
Police/Fire station	203	10.3%	160	13.0%	2.7%
Post office	21	1.1%	17	1.4%	0.3%
Prenatal/Parenting classes	3	0.2%	6	0.5%	0.3%
Public transportation	0	0.0%	1	0.1%	0.1%
Radio	56	2.8%	59	4.8%	2.0%
School/University	38	1.9%	0	0.0%	-1.9%
State Parks	1	0.1%	0	0.0%	-0.1%
TV	153	7.8%	0	0.0%	-7.8%
Website/Internet/WWW	223	11.3%	0	0.0%	-11.3%
Welfare Department	28	1.4%	0	0.0%	-1.4%
Work/Job	6	0.3%	0	0.0%	-0.3%

29. Please tell me whether you would like the following educational activities to be conducted in your community on a regular basis. For each please tell me whether you would want the activity to be conducted on a regular basis, would not want the activity to be conducted on a regular basis, or do not have an opinion either way.

29a. Public education programs to increase child safety seat use?					
	Baseline		Post-Survey		% Increase (Decrease)
Yes, conducted on a regular basis	892	77.7%	749	74.3%	-3.4%
No, not conducted on a regular basis	73	6.4%	82	8.1%	1.8%
No opinion either way	173	15.1%	168	16.7%	1.6%
Don't know	10	0.9%	9	0.9%	0.0%
29b. School activities that encourage young children to use seatbelts?					
	Baseline		Post-Survey		% Increase (Decrease)
Yes, conducted on a regular basis	1,050	91.4%	894	88.6%	-2.8%
No, not conducted on a regular basis	37	3.2%	45	4.5%	1.2%
No opinion either way	57	5.0%	67	6.6%	1.7%
Don't know	5	0.4%	3	0.3%	-0.1%
29c. Places where parents can go to see whether or not they are using child safety seats correctly?					
	Baseline		Post-Survey		% Increase (Decrease)
Yes, conducted on a regular basis	966	84.1%	851	84.3%	0.2%
No, not conducted on a regular basis	71	6.2%	62	6.1%	0.0%
No opinion either way	95	8.3%	88	8.7%	0.4%
Don't know	17	1.5%	9	0.9%	-0.6%
30. What is the highest grade or year of school you have completed?					
	Baseline		Post-Survey		% Increase (Decrease)
8th grade or less	15	1.3%	15	1.5%	0.2%
9th grade or less	9	0.8%	9	0.9%	0.1%
10th grade or less	31	2.7%	17	1.7%	-1.0%
11th grade or less	23	2.0%	22	2.2%	0.2%
12th grade or less	419	36.6%	380	38.0%	1.4%
Some college	350	30.6%	280	28.0%	-2.6%
College graduate or higher	296	25.9%	275	27.5%	1.6%
Don't know	2	0.2%	3	0.3%	0.1%
31. Last year before taxes, and including all sources, what was your total household income? Would you say...					
	Baseline		Post-Survey		% Increase (Decrease)
Less than \$20,000	117	12.2%	105	12.1%	-0.1%
\$20,001 to \$40,000	249	25.9%	215	24.8%	-1.1%
\$40,001 to \$60,000	182	19.0%	216	24.9%	6.0%
\$60,001 to \$80,000	153	15.9%	125	14.4%	-1.5%
\$80,001 to \$100,000	66	6.9%	58	6.7%	-0.2%
\$100,001 to \$120,000	27	2.8%	32	3.7%	0.9%
More than \$120,000	57	5.9%	33	3.8%	-2.1%
Don't know	109	11.4%	83	9.6%	-1.8%